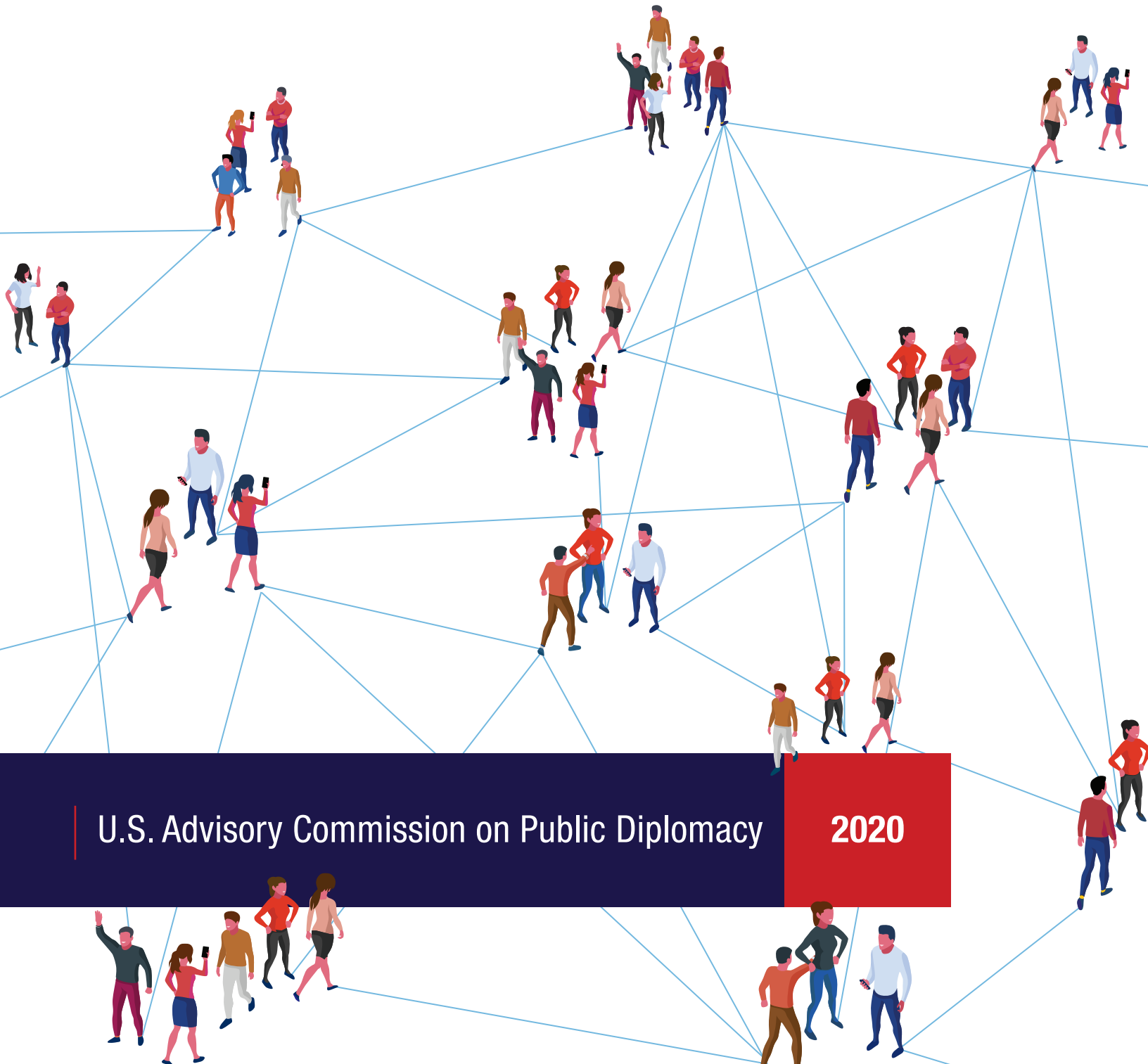




Comprehensive Annual Report on Public Diplomacy & International Broadcasting

Focus on FY 2019 Budget Data



U.S. Advisory Commission on Public Diplomacy

2020

TRANSMITTAL LETTER

To the President, Congress, Secretary of State, and the American People:

The United States Advisory Commission on Public Diplomacy (ACPD), authorized pursuant to Public Law 112-239 [Sec.] 1280(a)-(c), hereby submits the *2020 Comprehensive Annual Report on Public Diplomacy and International Broadcasting*.

The ACPD is a bipartisan panel created by Congress in 1948 to formulate and recommend policies and programs to carry out the Public Diplomacy (PD) functions vested in U.S. government entities and to appraise the effectiveness of those activities across the globe. The ACPD has a Congressional mandate to prepare an annual accounting of public diplomacy and international broadcasting activities, as well as to produce other reports that support more effective efforts to understand, inform, and influence foreign audiences.

The 2020 report, which details all reported major U.S. government PD and international broadcasting activities conducted by the U.S. Department of State and the U.S. Agency for Global Media (USAGM) in 2019, is based on data collected from all State Department PD bureaus and offices, the Public Affairs Sections of U.S. missions worldwide, and from all USAGM entities. This report was researched, verified, and written by ACPD members and staff with continuous input and collaboration from State Department Public Diplomacy and USAGM officials.

This year's report focuses on fiscal year (FY) 2019 actual funds spent and aims to provide a complete accounting of public diplomacy and broadcasting activities in that time frame. Wherever possible, the report also examines FY 2020 planned spending, strategy, and activities, in addition to FY 2021 budget requests. The report reinforces the ACPD's commitment to the advancement of research and evaluation for public diplomacy and international broadcasting, the improvement of the organizational structure of Public Diplomacy at the Department of State, and the enhancement of career trajectories and professional development of PD professionals.

More than seventy years since the publication of the first ACPD annual report, we remain dedicated to producing a high quality and thoroughly vetted document of record each year. We also welcome the opportunity each year to get a closer view of the many information, outreach, education, and cultural activities the U.S. government supports worldwide. Finally, this report showcases American public diplomacy's embrace of diversity, to include broad networks, multiple viewpoints, and varied cultures.

We greatly admire the commitment and the talent of America's public diplomacy practitioners and international broadcasters and respect the sustained dedication of their leadership and staff at home and abroad. We hope that by making a number of thoughtful, future-oriented recommendations, and by promoting transparency in budgets and spending, we can strengthen Public Diplomacy's essential role in achieving U.S. foreign policy goals while reinforcing America's national security and prosperity.

Respectfully submitted,



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Chairman
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Vice-Chairman
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United States Advisory Commission on Public Diplomacy

2020 Comprehensive Annual Report on Public Diplomacy & International Broadcasting: Focus on FY 2019 Budget Data

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The views represented herein are those of the U.S. Advisory Commission on Public Diplomacy and do not necessarily reflect the views of the Commission's administrative home, the U.S. Department of State.

ACKNOWLEDGEMENTS

The ACPD is grateful to State Department and USAGM leadership and staff who helped us with the collection of strategy documents, budget data, and program descriptions. We are thankful to the State Department's Office of the Under Secretary for Public Diplomacy and Public Affairs (R) for its support of the Commission. We must acknowledge the assistance received from the leadership of the Office of Policy, Planning, and Resources (R/PPR), with particular thanks to Brian Heath, Rob Raines, David Shelby, Amelia Arsenault, Paul Kruchoski, Anthony Walker, and Josh Miller. We are also grateful to the R/PPR budget and procurement teams for their consistent support of ACPD operations, including the preparation of this report.

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We also appreciate the help received from PD Office Directors and their staffs in the State Department's six regional bureaus (African Affairs, East Asian and Pacific Affairs, European and Eurasian Affairs, Near Eastern Affairs, South and Central Asian Affairs, and Western Hemisphere Affairs) and the Bureau of International Organization Affairs, who reviewed foreign policy

and public diplomacy strategies with us while also verifying the report's data. This includes, but is not limited to: Tom Genton, Hilary Renner, Jayleen Fernandez, Camille Dawson, John Groch, Marissa Maurer, Gordon Duguid, Geoffrey Anisman, Sheila Casey, Lynn Roche, Ali Lejlic, Pen Agnew, Kerri Hannan, Molly Stephenson, Traci Mell, Laura Tedesco, Dale Prince, Ellen Masi, Kyle Fishman, Mark Schlachter, Nicholas Griffith, and Kristin Lundberg. Additionally and importantly, we thank the functional bureaus' PD offices for their thoughtful updates in support of this year's report. Finally, this year, for the first time, the Foreign Service Institute (FSI) and Bureau of Consular Affairs (CA) provided input for this report. Our thanks go to Jeff Anderson, Clare Ashley, Jill Esposito, Jeffrey Miles, and Jeffrey Weinschenker.

At USAGM, we greatly appreciate the time Kate Neeper, Yelena Osipova-Stocker, and Olga Stefanou gave to compiling the data on the agency's services.

Our thanks to independent researcher Nicholas Schafer, who provided invaluable assistance in compiling data for the Country Profiles in this report.

Finally, we are grateful for the guidance we received in researching this report from the professional staff members of the Committee on Foreign Relations at the U.S. Senate and the Committee on Foreign Affairs at the U.S. House of Representatives, including Sarah Arkin, Janice Kaguyutan, Grant Mullins, and Brian Cullen.

METHODOLOGY AND KEY BUDGET TERMS

The *2020 Comprehensive Annual Report on Public Diplomacy and International Broadcasting* serves as a reference guide and a point of inquiry for questions on U.S. government public diplomacy and international broadcasting activities worldwide. The report is based on the most recent actual budget data available from fiscal year 2019 (“actual” spending amounts). Wherever possible, the report also provides fiscal year 2020 estimates (“planned” amounts).

The bulk of the report originates in budget data and program descriptions from Washington and the field as provided by the U.S. Department of State’s Public Diplomacy (PD), regional, and functional bureaus and offices and the U.S. Agency for Global Media (USAGM). In addition, PD leadership of the regional and functional bureaus provided access to regional and functional bureau foreign policy and public diplomacy plans from fiscal year 2019 and, when available, fiscal year 2020.

Budget and Program Data Sources

The Under Secretary’s Office of Policy, Planning, and Resources (R/PPR) provided an overview of budget, programmatic, analytical, and personnel initiatives and gave the ACPD access to the PD Resource Profile (PDRP) database, which organizes PD budget data, expenditures, program themes, and program activities on a mission-by-mission basis. The Bureau of Educational and Cultural Affairs (ECA) provided open source Educational and Cultural Exchanges (ECE) budget and general program activity information. The Bureau of Global Public Affairs (GPA) provided open source information and budget data for programs and public engagement activities that directly or indirectly engaged with foreign audiences. The Global Engagement Center (GEC) furnished unclassified program information and budget data. USAGM offered program and budget information drawn from its comprehensive database. Department of State regional and functional bureaus supplied PD program overviews and spending data.

When reviewing the data, it is important to remember that numerical values can vary significantly by program and by country depending on variables such as local operating costs and prevailing political and security conditions. The overall cost of operating in a country, not just how much money is distributed to programs, must be considered.

- In the regional sections – Africa, Europe, East Asia and the Pacific, Near East Asia, South and Central Asia, and the

Western Hemisphere – some analysis of prevailing foreign policy challenges and public diplomacy objectives is provided. The country-by-country data is also self-reported from worldwide Public Affairs Sections.

- In the section on the Educational and Cultural Affairs Bureau, the cost per participant information may or may not include travel or tuition, and travel costs can vary depending on the country one is traveling to and from.
- In the section on the U.S. Agency for Global Media, some program delivery costs can be very high due to the non-permissive environments in which a Service operates.

Country Profile Data Sources

Demographic, economic, literacy/education, and internet/mobile access data is largely drawn from *World Bank Open Data* online datasets. Most population figures are taken from the *UN Revision of World Population Prospects (2019)*. Geographical area, unemployment, percentage of a country’s population under age 24, and some country population figures are from *The World Factbook* website.

Specific social and media indicators come from the following indices:

- *Inclusive Internet Index* from the Economist Intelligence Unit;
- *Social Progress Index* from the Social Progress Imperative;
- *Corruption Perceptions Index* from Transparency International;
- *Economic Freedom Index* from The Heritage Foundation;
- *Good Country Index* from The Good Country Index; and
- *World Press Freedom Index* from Reporters without Borders.

In cases where unreliable or nonreported data was present, countries are marked either as “N/A” if unreliable or “not ranked” if not included within a given index. Data from earlier than 2018 is noted in parentheses.

The Department of State regional bureaus supplied overall FY 2019 PD spending data organized by U.S. mission. When available, R/PPR provided mission spending data by theme and program activity, or in some cases, budgeted amounts. The ACPD limited the list of PD program expenditures to the top six thematic priorities and programmatic categories rather than include a full list for each mission.

Key Budget Terms

Supplemental funding has been added into the “Total Reported” budget figures for U.S. Missions abroad to provide readers with a sense of the scale of additional funding received by posts aside from the DP .7 allotment. Supplemental funding can include:

- **AEECA:** Assistance for Europe, Eurasia & Central Asia.
- **Diplomatic Programs (DP .7) Carryover:** Prior year funding held over and spent in following fiscal years.
- **Economic Support Funds (ESF):** ESF is aid designated to promote economic or political stability in areas where the United States has special strategic interests.
- **Overseas Contingency Operations (OCO):** Funds activities in conflict areas related to extraordinary and temporary national security needs. Primarily used in Afghanistan, Pakistan, and Iraq to fund both military and civilian costs.
- **Representation Funds:** DP allocated to offices to facilitate official receptions and other representational activities for foreign contacts.
- **Middle East Partnership Initiative (MEPI):** MEPI funds support organizations and individuals in their efforts to promote political, economic, and social reform in the Middle East and North Africa.
- **President's Emergency Plan for AIDS Relief (PEPFAR):** Initiative to help save the lives of those suffering from HIV/AIDS around the world. Frequently used to fund public information campaigns.
- **American Spaces:** GPA funding to posts for American Spaces, contact relationship management systems, and other outreach purposes.
- **GPA Other:** GPA funding to support Media Hub activities, TV coops, and other international messaging activities.
- **Recycling Funds:** Collected at post from programs charging a fee that have to be returned to the Department for accounting before being returned to post.

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EXECUTIVE SUMMARY



The “Community Bots” program focuses on STEM education, inclusion, empowerment, and equal opportunities for young women, sponsored by U.S. Embassy Madrid (August 2019).



EXECUTIVE SUMMARY

The *2020 Comprehensive Annual Report on Public Diplomacy and International Broadcasting*, published each year by the U.S. Advisory Commission on Public Diplomacy (ACPD) per its congressional mandate, assesses the major public diplomacy (PD) and global media activities conducted by the U.S. Department of State and the U.S. Agency for Global Media (USAGM). Based on data collected from the State Department's Public Diplomacy bureaus and offices, the Public Affairs Sections at U.S. embassies worldwide, and the USAGM, the report serves as a unique reference document, highlighting public diplomacy strategies and resources used to advance U.S. foreign policy objectives. The report also serves as a platform for innovation, assuring that U.S. government (USG)

public diplomacy initiatives remain effective in a consistently competitive global information environment.

Overall PD spending in fiscal year (FY) 2019 was \$2.21 billion, a \$24.9 million increase (1.1 percent) from FY 2018. This figure includes budgets for Diplomatic Programs (DP .7), Educational and Cultural Exchanges (ECE), USAGM, and supplemental funding such as Overseas Contingency Operations (OCO) and AEECA (Assistance for Europe, Eurasia, and Central Asia). FY 2019 PD spending constituted just 3.9 percent of the 2019 international affairs budget (\$56.48 billion), or 0.17 percent—less than one-fifth of a percent—of federal discretionary spending.

TOTAL PD SPENDING BY BUDGET FY 2015-2019

(in millions)	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
DP - Public Diplomacy	\$377.3	\$369.6	\$358.2	\$392.9	\$391.2
DP - American Salaries	\$133.0	\$134.6	\$134.6	\$183.5	\$186.8
Educational and Cultural Exchange Programs (ECEP)	\$594.9	\$590.9	\$634.1	\$646.1	\$700.9
Supplemental Funding (OCO and AEECA)	\$215.0	\$183.1	\$208.8	\$159.2	\$130.9
USAGM/BBG	\$743.9	\$752.9	\$794.0	\$803.5	\$800.3
Total State & USAGM PD Spending	\$2,064.1	\$2,031.1	\$2,129.7	\$2,185.2	\$2,210.1
State & USAGM PD Spending as a % of Total International Affairs Budget	3.97%	3.67%	3.56%	3.88%	3.91%
International Affairs Budget	\$51,988	\$55,301	\$59,752	\$56,386	\$56,476
State & USAGM PD Spending as a % of Federal Discretionary Budget	0.17%	0.17%	0.17%	0.17%	0.17%

This lean, yet meaningful, apportionment supported a multitude of programs and people, including:

- The creation of approximately 1,950 weekly hours of original USAGM programming across five global networks and a variety of digital and analogue platforms, in 62 languages, reaching more than 350 million people across the globe every week;
- More than 90 exchange programs supporting nearly 55,000 U.S. and foreign participants, many of whom are likely to become, or already are, political and economic leaders;
- 1,095,000 international students studying at U.S. higher education institutions, a record high;
- 630 American Spaces, which hosted over 66 million local visitors and 2.5 million programs for local publics;
- Direct engagement with more than 2,200 accredited U.S.-based foreign correspondents from major global media outlets via Foreign Press Centers in Washington, DC and New York;
- A cost-effective global network of nearly 200 U.S. mission websites in 59 languages, with more than 74 million website visitors;
- More than a combined 80 million followers joining the global network of Regional Hub, Embassy, and social media accounts;
- Enhanced digital engagement, including Twitter @StateDept with 5.3 million followers, YouTube-State Video with 89,000 subscribers and 22.9 million all time views, and 1.9 million Facebook fans;
- Regional Media Hubs that provided 1,200 annual media

engagements and a Public Affairs Translation Hub that translated over 4,000 press releases, distributing them to a list of over 24,000 foreign correspondents, international journalists, and global thought leaders; and

- Tens of thousands of post-managed small grants to local partners supporting the values and institutions that form the bedrock of America's national security.

In addition to these notable, public-facing efforts, PD resources also helped to build outreach support infrastructure, including:

- Substantial strides in reorganizing PD field staff around audience-centric portfolios with updated job responsibilities reflecting the needs and dynamics of the current communications environment, with 13 posts completing the transition, and another 14 beginning preparations for implementation;
- Development of a fully integrated, cloud-based audience analysis, strategic planning, budgeting, program management, program evaluation, and reporting tool that replaces multiple stand-alone legacy platforms, and will enable PD practitioners to process information more efficiently and function more effectively;
- Expanded support for program evaluation and organizational learning including a comprehensive review of the Paris Youth Ambassadors program, a needs assessment for the New Delhi American Center, and an in-depth six-country analysis of study abroad efforts;
- Clear guidance for Department employees on professional and personal use of social media platforms in response to information gaps highlighted by the Office of the Inspector General;
- In-depth skills-based training for more than 220 PD section chiefs at a global workshop that familiarized practitioners with the full array of tools and practices R has developed to equip and empower PD staff;
- Over 5,000 enrollees participating in 28 unique classroom and 12 distance learning training courses in FSI's PD Training Division; and
- A shift in advanced PD training to focus on prevailing issues and trends, including data literacy, audience segmentation, landscape analysis, strategic narrative development, measurement and evaluation, and program management.

Expenditures on USG public diplomacy activities, especially exchanges and international educational programs, also directly benefited American communities and the U.S. economy. The nearly 1.1 million international students who studied in the United States in 2018-19 contributed \$46.54 billion to the U.S. economy and supported 458,000 U.S. jobs, according to the U.S. Department of Commerce. Less tangibly but no less important, these international students at U.S. institutions contributed to America's scientific and technical research, brought different perspectives into U.S. classrooms, and helped prepare their American peers for global careers.

HOW DOES FY 2019 SPENDING COMPARE?

In response to perennial calls to examine the value and return-on-investment of taxpayer expenditures carefully, this report contextualizes current public diplomacy activities and spending, including a consideration for how much the U.S. government should spend on PD programs. Any attempt to determine an

appropriate level of funding for informing and influencing foreign publics as part of whole-of-government efforts to achieve U.S. foreign policy goals must account for the challenges to successful influence strategies in a consistently complex information environment, especially given the size and diversity of target audiences.

Competing for audience attention, engagement, and understanding remains a complex and costly endeavor. Today, successful public diplomacy initiatives require cutting-edge expertise in content creation, audience and market analysis, technological systems, emerging and established social media platforms, and local media industries, in addition to the deep knowledge of U.S. policies and values that drive every PD effort. These skills and policy expertise are crucial for building and strengthening relationships in the field, which form the basis for the protection and promotion of national interests.

Considering the need to engage foreign publics in today's highly complex and competitive information space and given the potentially destabilizing consequences of powerful authoritarian influence strategies, one could expect to see significant increases in the level of U.S. government PD spending. However, this is not the case. Since 1980, the annual average of U.S. government PD spending (adjusted for inflation) has been \$1.99 billion. From a high of \$2.55 billion (adjusted for inflation) in FY 1994, U.S. government expenditures on PD programs have *decreased* by \$340 million to a total of \$2.21 billion in FY 2019, despite the need to reach a global audience that has grown by more than 2.1 billion people.

PD budgets in real dollars have not matched the need for resources. Effective USG public diplomacy in the 21st century requires sustained increases in PD funding to equip teams worldwide with the necessary staff and tools to make strategic decisions about audiences, compete for attention and influence, engage in long-term programs and information activities, and conduct impact evaluation of programs and campaigns in the field.

While State Department and USAGM public diplomacy activities play essential roles in achieving U.S. foreign policy goals – including bolstering national security and prosperity – they continue to be apportioned a minor percentage of the international affairs budget and the federal government's discretionary spending. Considering the widespread increase in extremist and foreign government propaganda and the complexity of the contemporary media ecosystem, the U.S. government should prioritize far more resources for its PD programs.

CHALLENGES

Sufficient and sustainable public diplomacy funding is especially crucial now, as the Department of State and the USAGM address a series of short and medium term challenges to national security and prosperity. These challenges include:

- **The impact of COVID-19 on exchange and education programs:** The pandemic-driven suspension or alteration of multiple short and long term professional, educational, and cultural exchange programs raises significant questions about the future of in-person public diplomacy activities. Should those participants whose programs were suspended be given an opportunity to repeat them? What happens to the timing of future programs? How can relationships be maintained with host institutions in the United States, especially academic institutions that are already facing significant pandemic related financial and enrollment

shortfalls? What is the right balance between virtual and actual program activity?

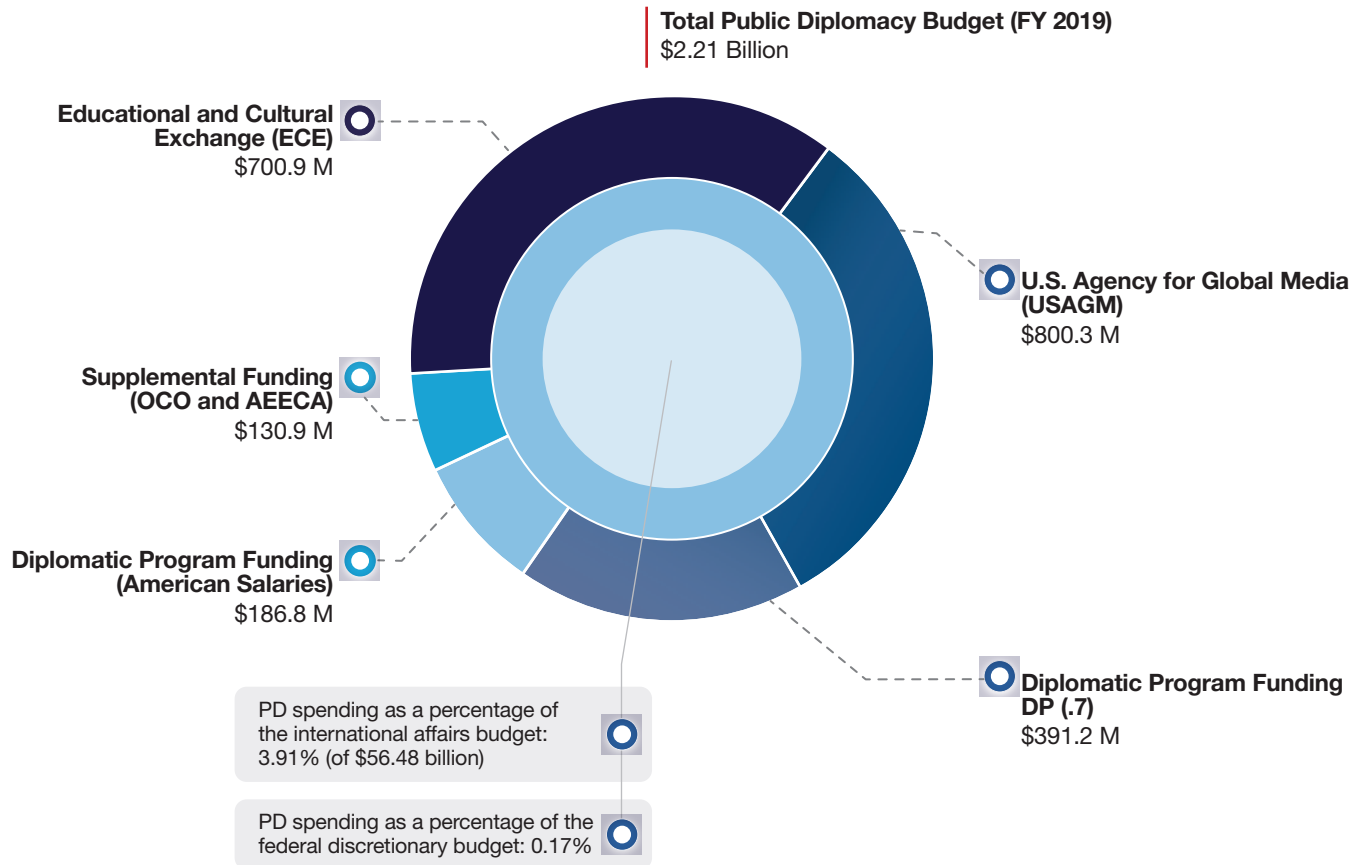
- **The increasing intensity of malign influence campaigns:** As a recent ACPD special report indicates ([Public Diplomacy and the New “Old” War: Countering State Sponsored Disinformation](#)), while the USG has always been at war in the global information space, the rapid and multifaceted transformation of the global information infrastructure has intensified the destabilizing impact of malign influence campaigns. More investment is required in efforts to improve digital capabilities, develop mechanisms to approve and fund short rapid response initiatives, and redouble monitoring and evaluation of current program impacts to assure effective resource distribution and maximize efficiencies.

- **The need for sustained interagency coordination to assure cohesive action in the global information space:** While the viability of a single USG entity to coordinate external messaging across government remains a matter of debate, it is clear that more interagency coordination is required to assure consistent, proactive messaging in support of foreign policy goals. Within the State Department, the Global Engagement Center (GEC) coordinates counter disinformation efforts, while the Bureau of Global Public Affairs (GPA) focuses on messaging in support of Department priorities. Can State PD play a greater role in broad interagency coordination on messaging and outreach?

WHERE DID THE MONEY GO?

While topline figures are important for context, this report’s value lies in its in-depth overview and analysis of each of the agencies, bureaus, and offices that oversee and implement public diplomacy programs. The report also considers the effectiveness and efficiency of the spending in its analysis and recommendations.

Total FY 2019 PD Spending by Budget



The USAGM spent approximately \$800.3 million (36.2 percent of total PD funding). ECA’s exchange and cultural programs allocation increased to \$700.9 million (31.7 percent of total PD funding). DP .7 funds – which support post-led PD programs, locally employed staff (foreign nationals) salaries, and much of the PD backbone in Washington, D.C. – came in at \$391.2 million (17.7 percent of total PD funding). Reported supplemental

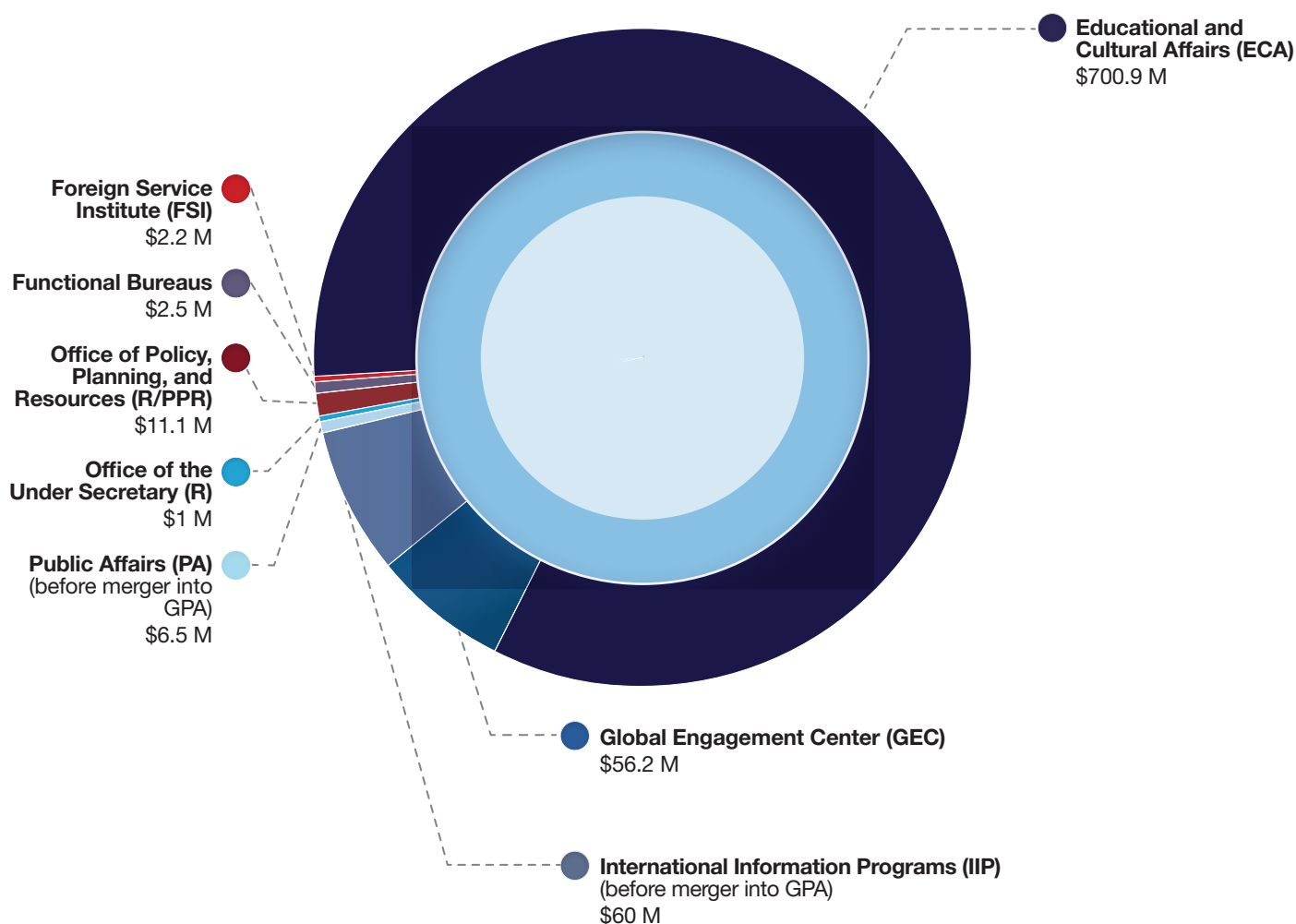
funding (e.g., OCO and AEECA) – the vast majority of which went to support PD efforts in Afghanistan, Iraq, Pakistan, Russia, and Ukraine – was \$130.9 million (5.9 percent of total PD funding). Salaries for Foreign and Civil Service Officers and other American employees accounted for \$186.8 million (a modest 8.5 percent of total PD spending).

Of the \$139.5 million in DP .7 funding supporting the State Department's Washington, D.C.- based operations, \$60 million was for the Bureau of International Information Programs (IIP); \$56.2 million was for the Global Engagement Center (GEC); \$6.5 million was for the Bureau of Public Affairs (PA); \$12.1 million was for the Office of the Under Secretary and its Policy, Planning, and

Resources office (R/PPR); \$2.5 million was for functional bureaus, including Economic and Business Affairs (EB), Democracy, Human Rights, and Labor (DRL), and Oceans, Environment, and Science (OES); and \$2.2 million was for the State Department's PD training division at the Foreign Service Institute.

Washington-Coordinated FY 2019 Department of State PD Spending Compared

Total Amount: \$840.4 Million



In the field, PD spending (including DP .7, supplemental funds, USAGM forward-deployed operations, and personnel) was greatest in Europe and Eurasia (212.9 million), followed by South and Central Asia (\$172.4 million), the Near East (\$163.8 million), East Asia and the Pacific (\$144.2 million), the Western Hemisphere (\$102.3 million), and Africa (\$99.1 million).

In total, field-led PD spending totaled \$898.9 million in FY 2019, a \$67 million increase from the previous fiscal year (primarily in South and Central Asia). PD spending at U.S. Missions was highest in Afghanistan (\$38.2 million), Pakistan (\$26.8 million), Iraq (\$16.9 million), Ukraine (\$12.6 million), Russia (\$11.9 million), Uzbekistan, (\$10.3 million), Japan (\$9.6 million), India (\$8.3 million), and China (\$8.1 million). Much of this report details these expenditures and highlights PD program effectiveness by region. Finally, the historical overview of PD spending provides perspective on fluctuations in PD spending by presidential administration.

Global Map of FY 2019 PD Spending by Region

Total spending including: DP .7, USAGM, American salaries, and reported supplemental funds for forward deployed FSOs

Position	Region	Total Spending	Percentage
1	EUR	\$212,860,000	23.68%
4	SCA	\$172,370,000	19.18%
2	NEA	\$163,800,000	18.22%
3	EAP	\$144,170,000	16.04%
6	WHA	\$102,290,000	11.38%
5	AF	\$99,120,000	11.03%
7	IO	\$4,250,000	0.47%
Total		\$898,860,000	100%

**WESTERN
HEMISPHERE
\$102.29 M**

Regions

AF: Africa

EAP: East Asia and the Pacific

EUR: Europe and Eurasia

IO: International Organizations

NEA: Near East Asia

SCA: South and Central Asia

WHA: Western Hemisphere

HIGHEST



LOWEST



Global Public Diplomacy Spending by Mission

U.S. Mission Spending Ranked by FY 2019 Total PD Spending

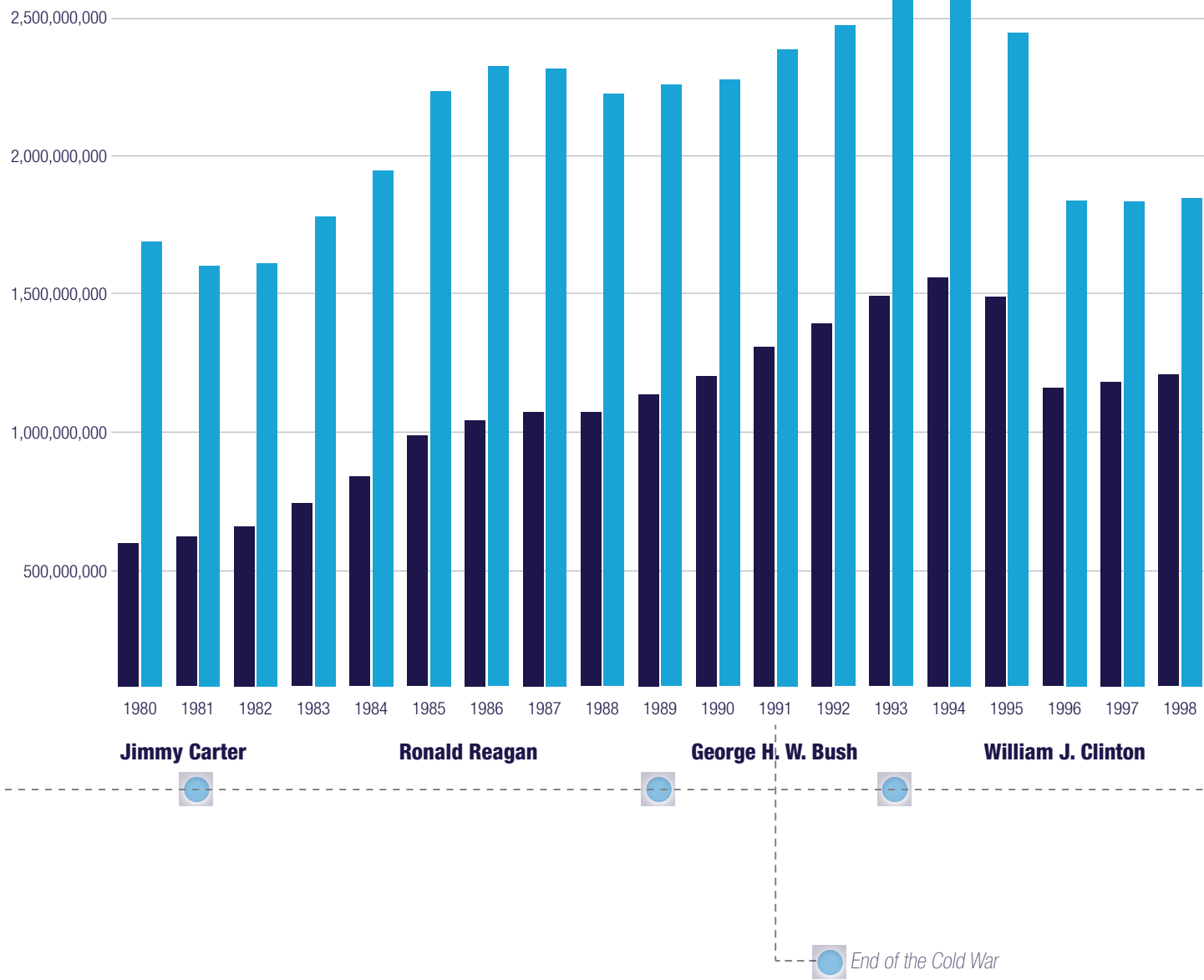
	Bureau	Post Name	FY 2017 Total	FY 2018 Total	FY 2019 Total
1	SCA	Afghanistan	\$38,729,000	\$38,167,000	\$38,270,000
2	SCA	Pakistan	\$33,840,000	\$34,340,000	\$26,830,000
3	NEA	Iraq	\$13,100,000	\$17,610,000	\$16,870,000
4	EUR	Ukraine	\$11,608,335	\$8,376,000	\$12,640,000
5	EUR	Russia	\$14,480,811	\$11,236,000	\$11,850,000
6	SCA	Uzbekistan	\$1,376,500	\$2,530,300	\$10,320,000
7	EAP	Japan	\$9,360,347	\$9,448,000	\$9,617,888
8	SCA	India	\$7,641,363	\$7,779,457	\$8,320,000
9	EAP	China	\$7,996,382	\$7,971,465	\$8,105,970
10	WHA	Brazil	\$7,539,686	\$7,719,231	\$6,386,950
11	SCA	Kyrgyzstan	\$1,684,990	\$4,674,555	\$6,320,000
12	EUR	Germany	\$6,124,164	\$6,330,320	\$6,270,000
13	AF	Nigeria	\$4,594,054	\$5,160,000	\$5,300,000
14	EAP	Indonesia	\$6,054,188	\$7,298,396	\$5,274,011
15	EUR	Moldova	\$6,345,050	\$4,359,000	\$4,869,847
16	NEA	Israel	\$5,026,077	\$5,407,884	\$4,833,884
17	EUR	Bosnia and Herzegovina	\$5,170,280	\$4,369,000	\$4,730,000
18	WHA	Mexico	\$5,088,341	\$4,962,535	\$4,682,089
19	EUR	Georgia	\$7,260,350	\$4,334,000	\$4,610,000
20	NEA	Egypt	\$3,291,368	\$5,414,000	\$4,500,000
21	EAP	South Korea	\$4,510,812	\$4,768,000	\$4,437,861
22	SCA	Kazakhstan	\$2,048,260	\$4,228,148	\$4,030,000
23	EUR	France & Monaco	\$3,517,450	\$3,600,000	\$3,760,000
24	EUR	Serbia	\$3,524,004	\$3,637,000	\$3,710,000
25	WHA	Argentina	\$4,031,111	\$3,954,068	\$3,673,594
26	NEA	Palestinian Territories	\$4,635,289	\$3,710,326	\$3,591,326
27	AF	Ethiopia	\$1,852,542	\$2,723,200	\$3,520,000
28	EUR	Italy & San Marino	\$3,460,150	\$3,539,070	\$3,500,000
29	AF	South Africa	\$4,238,838	\$3,406,871	\$3,440,529
30	AF	Africa Regional Services	\$2,556,110	\$3,640,000	\$3,140,158
31	EUR	Turkey	\$3,606,950	\$3,330,000	\$3,080,000
32	EUR	Albania	\$1,156,960	\$1,872,000	\$3,076,642
33	WHA	Colombia	\$3,008,052	\$2,435,160	\$2,960,514
34	EAP	Australia	\$3,207,614	\$3,810,000	\$2,906,982
35	WHA	Canada	\$2,553,109	\$2,670,000	\$2,851,757
36	WHA	Peru	\$2,678,596	\$2,752,677	\$2,809,785
37	WHA	Ecuador	\$2,052,982	\$2,144,084	\$2,691,270
38	EUR	Spain & Andorra	\$2,701,495	\$2,766,350	\$2,680,000
39	NEA	Saudi Arabia	\$3,250,644	\$3,023,614	\$2,566,614
40	EAP	Thailand	\$2,571,633	\$2,657,087	\$2,535,800
41	AF	Kenya	\$2,321,785	\$1,907,750	\$2,509,350
42	NEA	Morocco	\$2,816,907	\$3,158,514	\$2,447,514

	Bureau	Post Name	FY 2017 Total	FY 2018 Total	FY 2019 Total
43	EUR	Armenia	\$2,254,280	\$2,233,000	\$2,391,230
44	EUR	Poland	\$2,194,280	\$2,313,600	\$2,340,000
45	EUR	Kosovo	\$3,287,150	\$2,317,000	\$2,294,825
46	EUR	United Kingdom	\$2,258,250	\$2,330,000	\$2,290,000
47	NEA	United Arab Emirates	\$2,044,561	\$2,872,536	\$2,209,536
48	EAP	Malaysia	\$1,871,642	\$1,887,610	\$2,195,617
49	SCA	Turkmenistan	\$1,846,323	\$2,046,795	\$2,190,901
50	WHA	Venezuela	\$3,898,092	\$3,455,552	\$2,107,315
51	EAP	Singapore	\$1,505,922	\$1,731,000	\$2,080,323
52	SCA	Tajikistan	\$2,181,811	\$5,356,730	\$2,050,000
53	SCA	Bangladesh	\$1,987,345	\$2,106,148	\$2,030,000
54	WHA	Bolivia	\$2,067,531	\$2,057,681	\$2,007,510
55	EUR	Austria	\$1,630,350	\$1,640,000	\$1,990,000
56	EAP	Vietnam	\$2,801,197	\$2,560,000	\$1,947,026
57	AF	Democratic Republic of the Congo	\$1,267,700	\$2,340,000	\$1,910,579
58	EAP	Philippines	\$3,041,711	\$2,371,000	\$1,860,119
59	EUR	North Macedonia	\$1,395,122	\$2,058,000	\$1,850,939
60	EUR	Greece	\$1,852,835	\$1,858,060	\$1,830,000
61	EUR	Romania	\$1,331,695	\$1,289,860	\$1,826,250
62	WHA	Chile	\$1,775,118	\$1,902,620	\$1,818,819
63	EUR	Azerbaijan	\$1,866,550	\$1,735,140	\$1,817,000
64	NEA	Jordan	\$2,615,398	\$2,900,046	\$1,787,046
65	EUR	Belgium	\$1,777,550	\$1,760,000	\$1,760,000
66	WHA	Haiti	\$1,393,373	\$1,650,177	\$1,684,748
67	EAP	Burma	\$2,537,033	\$1,272,012	\$1,614,689
68	EAP	Hong Kong (China)	\$1,504,063	\$1,660,000	\$1,559,925
69	EUR	Czech Republic	\$1,593,607	\$1,458,380	\$1,490,000
70	EUR	Belarus	\$1,341,035	\$1,291,645	\$1,421,978
71	EUR	Netherlands	\$1,204,150	\$1,220,000	\$1,400,000
72	EAP	New Zealand	\$1,667,452	\$1,390,000	\$1,376,738
73	EUR	Montenegro	\$1,166,300	\$1,557,000	\$1,375,664
74	NEA	Qatar	\$1,286,954	\$1,273,463	\$1,359,463
75	WHA	El Salvador	\$1,226,332	\$1,247,367	\$1,357,652
76	WHA	Guatemala	\$1,130,007	\$1,500,000	\$1,352,014
77	AF	Zimbabwe	\$1,522,698	\$1,927,481	\$1,347,140
78	SCA	Nepal	\$1,716,785	\$1,483,700	\$1,330,000
79	WHA	Uruguay	\$1,431,860	\$1,518,900	\$1,329,030
80	WHA	Panama	\$1,263,502	\$1,241,007	\$1,306,720
81	NEA	Lebanon	\$2,386,906	\$1,183,257	\$1,301,257
82	EUR	Croatia	\$1,198,050	\$1,195,610	\$1,230,000
83	EUR	Slovakia	\$1,330,450	\$1,240,000	\$1,220,000
84	EUR	Portugal	\$1,011,000	\$960,295	\$1,190,000
85	WHA	Dominican Republic	\$1,205,186	\$1,110,000	\$1,145,960
86	AF	Mozambique	\$975,143	\$891,760	\$1,136,825
87	WHA	Costa Rica	\$1,076,841	\$1,099,135	\$1,136,647
88	AF	Ghana	\$1,082,440	\$1,138,777	\$1,124,636

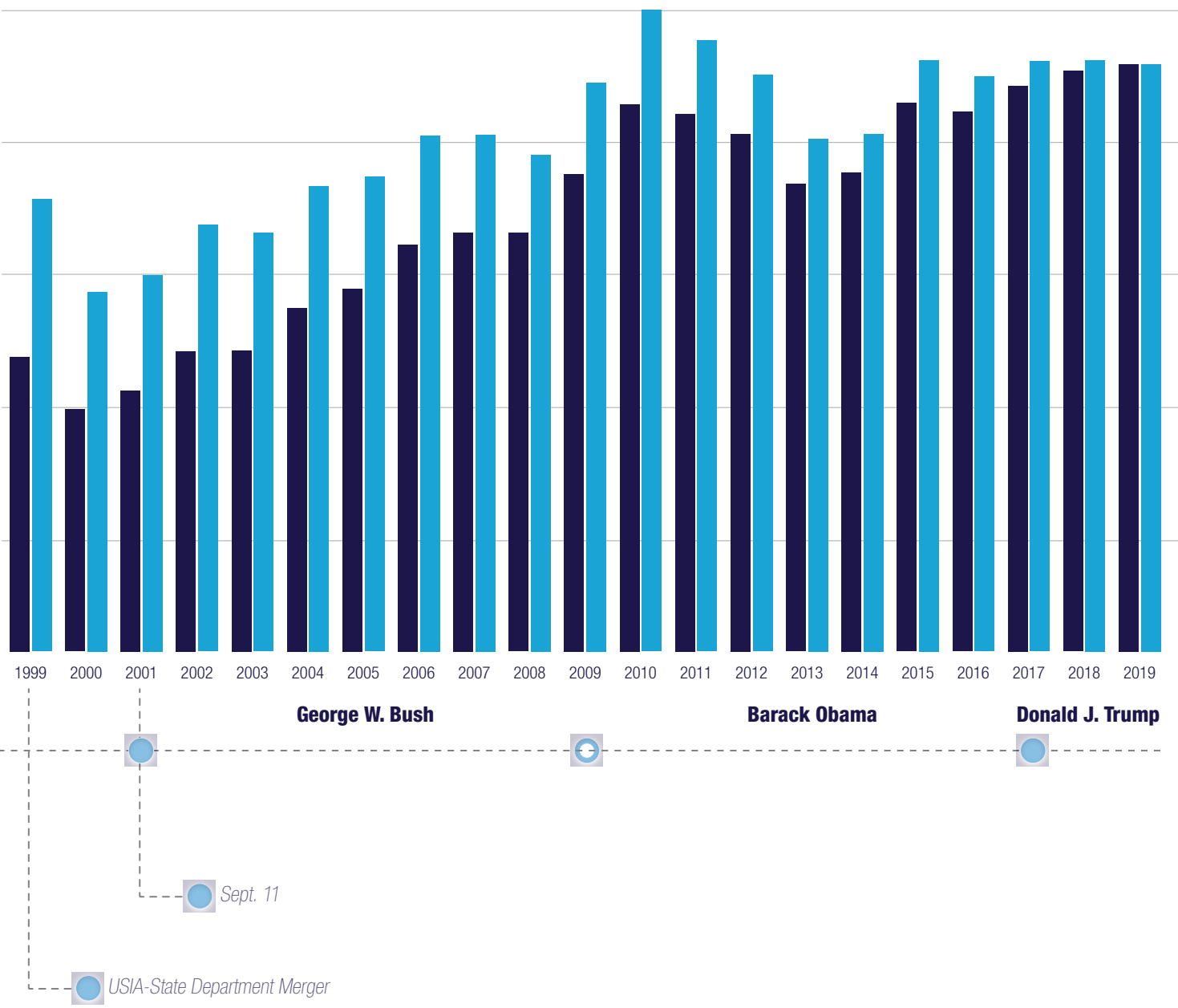
	Bureau	Post Name	FY 2017 Total	FY 2018 Total	FY 2019 Total
89	AF	Uganda	\$1,270,300	\$1,243,880	\$1,115,853
90	NEA	Yemen	\$791,570	\$1,050,000	\$1,080,000
91	AF	Zambia	\$1,063,720	\$834,600	\$1,053,475
92	AF	Cote d'Ivoire	\$1,102,463	\$1,344,012	\$1,038,820
93	SCA	Sri Lanka & Maldives	\$983,500	\$1,128,130	\$1,010,000
94	AF	Angola	\$895,000	\$1,097,080	\$997,525
95	NEA	Bahrain	\$913,431	\$917,152	\$985,414
96	NEA	Tunisia	\$1,141,959	\$1,552,408	\$980,408
97	EAP	Cambodia	\$1,091,727	\$1,257,406	\$978,394
98	EUR	Finland	\$923,150	\$942,990	\$976,663
99	EUR	European Union	\$918,500	\$1,126,600	\$972,590
100	NEA	Kuwait	\$814,798	\$899,298	\$966,873
101	WHA	Honduras	\$1,150,890	\$1,068,500	\$964,490
102	EUR	Hungary	\$992,950	\$998,860	\$963,807
103	AF	Senegal	\$1,011,600	\$942,580	\$948,850
104	WHA	Jamaica	\$841,517	\$1,048,231	\$931,632
105	EUR	Sweden	\$989,750	\$1,010,000	\$924,243
106	EUR	Estonia	\$799,135	\$724,615	\$920,996
107	EUR	Bulgaria	\$915,450	\$920,535	\$919,889
108	EUR	Denmark	\$831,850	\$830,000	\$918,040
109	EUR	NATO	\$862,900	\$863,000	\$891,536
110	NEA	Algeria	\$1,453,023	\$1,451,671	\$880,191
111	AF	Burkina Faso	\$659,700	\$760,700	\$860,350
112	AF	Mali	\$556,700	\$604,240	\$840,075
113	AF	Cameroon	\$812,200	\$1,161,349	\$815,520
114	WHA	Nicaragua	\$1,015,202	\$573,086	\$806,473
115	AF	Niger	\$733,900	\$821,020	\$800,275
116	EUR	Latvia	\$910,207	\$648,015	\$799,621
117	EUR	Norway	\$821,450	\$798,000	\$790,578
118	WHA	Paraguay	\$726,819	\$796,344	\$780,476
119	EUR	Lithuania	\$612,400	\$618,440	\$779,528
120	AF	Sudan	\$725,700	\$882,540	\$735,740
121	WHA	Barbados & Eastern Caribbean	\$742,030	\$751,514	\$718,540
122	AF	Tanzania	\$887,220	\$761,100	\$700,350
123	EUR	Slovenia	\$957,050	\$699,000	\$692,110
124	WHA	Trinidad and Tobago	\$963,126	\$721,835	\$665,965
125	NEA	Oman	\$629,379	\$628,388	\$654,485
126	EUR	Cyprus	\$735,510	\$665,630	\$635,709
127	EAP	Laos	\$798,402	\$689,385	\$630,222
128	AF	Togo	\$570,050	\$765,697	\$612,825
129	AF	Rwanda	\$613,860	\$677,065	\$610,300
130	AF	Botswana	\$521,100	\$616,460	\$589,057
131	NEA	Libya	\$698,214	\$699,950	\$584,093
132	AF	Namibia	\$613,250	\$631,900	\$583,650
133	EUR	Switzerland & Liechtenstein	\$594,250	\$559,000	\$564,105
134	AF	Madagascar & Comoros	\$507,474	\$503,080	\$560,075

	Bureau	Post Name	FY 2017 Total	FY 2018 Total	FY 2019 Total
135	EAP	Mongolia	\$516,446	\$648,913	\$552,102
136	EUR	Ireland	\$653,750	\$542,000	\$547,908
137	AF	Benin	\$480,050	\$546,608	\$547,626
138	AF	South Sudan	\$271,200	\$313,600	\$545,350
139	WHA	Cuba	\$928,398	\$468,000	\$510,660
140	EAP	Papua New Guinea, Solomon Isl. & Vanuatu	\$565,946	\$508,570	\$498,691
141	EAP	Fiji, Kiribati, Nauru, Tonga & Tuvalu	\$617,296	\$708,783	\$497,501
142	AF	Guinea	\$519,500	\$512,100	\$489,300
143	EUR	Iceland	\$508,250	\$504,000	\$478,059
144	AF	Chad	\$390,997	\$470,960	\$476,350
145	AF	Eritrea	\$383,400	\$440,000	\$461,277
146	AF	Mauritania	\$482,327	\$442,460	\$457,575
147	AF	Malawi	\$496,000	\$416,340	\$422,825
148	EUR	OSCE	\$372,500	\$383,000	\$387,853
149	AF	Burundi	\$303,593	\$330,540	\$384,900
150	EUR	Luxembourg	\$389,250	\$373,000	\$371,140
151	AF	Mauritius & Seychelles	\$399,050	\$378,560	\$350,300
152	AF	Somalia	\$253,210	\$259,800	\$347,900
153	EAP	Taiwan	\$169,356	\$168,817	\$322,154
154	AF	Equatorial Guinea	\$208,400	\$203,180	\$307,200
155	EAP	Brunei	\$298,296	\$273,998	\$296,118
156	AF	Liberia	\$517,900	\$483,660	\$294,950
157	AF	Swaziland	\$389,770	\$320,430	\$292,120
158	AF	Cabo Verde	\$171,260	\$235,620	\$282,050
159	AF	Republic of Congo	\$263,800	\$310,320	\$272,621
160	EAP	Timor-Leste	\$238,308	\$266,386	\$264,632
161	AF	Gabon and Sao Tome & Principe	\$275,600	\$267,345	\$262,665
162	WHA	The Bahamas	\$241,900	\$263,150	\$247,400
163	AF	Sierra Leone	\$780,500	\$400,740	\$236,525
164	AF	Lesotho	\$241,375	\$231,740	\$236,350
165	AF	Central African Republic	\$282,800	\$370,120	\$223,550
166	AF	Djibouti	\$363,400	\$337,040	\$213,175
167	AF	The Gambia	\$206,300	\$188,440	\$183,550
168	WHA	Suriname	\$165,915	\$142,660	\$183,330
169	EUR	Malta	\$177,850	\$150,000	\$152,205
170	EAP	Palau	\$15,877	\$70,616	\$138,866
171	WHA	Belize	\$112,588	\$159,972	\$137,211
172	EAP	Micronesia	\$40,815	\$474,097	\$127,063
173	EUR	Holy See	\$116,600	\$120,000	\$115,728
174	EAP	Samoa	\$90,433	\$117,093	\$103,203
175	WHA	Guyana	\$96,100	\$66,500	\$101,020
176	EAP	Marshall Islands	\$40,172	\$72,594	\$66,153
177	AF	Guinea-Bissau	\$105,580	\$63,230	\$59,975
178	WHA	Curacao	\$0	\$2,000	\$3,880
179	NEA	Syria	\$292,889	\$2,529,076	N/A

History of Public Diplomacy Spending 1980-2019: Actual and Adjusted (2019)



Annual Budget Adjusted (2019)



RECOMMENDATIONS



Former NBA player Jason Richardson and supporting coaches conduct basketball clinics and training sessions in Indonesia, organized by U.S. Embassy Jakarta (March 2019).



RECOMMENDATIONS

Since 1948, the ACPD has played an active role in making the U.S. government's public diplomacy efforts more effective and strategic. Pursuant to 22 U.S.C. § 1469, the ACPD offers recommendations to improve the PD functions vested in the Department of State, the U.S. Agency for Global Media (formerly the Broadcasting Board of Governors), and other government entities. Drawing on the expertise of Commission members and stakeholders in the State Department, Congress, other U.S. government agencies, the private sector, and academia – as well as analysis of data on PD activities and spending – the Commission offers the following recommendations:

To the White House:

- 1. Increase investments in public diplomacy and global media programs given the growing importance of information statecraft as detailed in the current National Security Strategy.** Ensuring proper funding for PD programs is crucial for maintaining and growing U.S. influence abroad. In addition to protecting, or even increasing, current levels of support, the Office of Management and Budget should provide incentives for Public Diplomacy bureaus and offices to make smart, strategic decisions on resource allocation and empower officials to look for efficiency gains and opportunities for improved collaboration across the interagency.
- 2. Resurrect the NSC's Information Statecraft Policy Coordination Committee (PCC) as a mechanism for interagency coordination on messaging and influence strategies.** An NSC-driven PCC process should take the lead in coordinating an interagency strategy for the international information environment. This PCC would bring together public diplomacy and information operations experts from State, the Department of Defense, and the intelligence community to share best practices, generate working-level initiatives, and provide senior leadership with opportunities to coordinate on interagency messaging and influence strategies.

To the U.S. Congress:

- 1. Establish a cohesive, new Public Diplomacy legislative framework that enables greater coordination and synchronization of U.S. government PD efforts.** Existing Public Diplomacy authorities do not provide a sufficiently integrated or current legal mandate for the effective conduct and coordination of efforts to understand, inform, and influence foreign publics in an increasingly contested information space. Grounded in laws passed more than 70 years ago, these authorities are not designed to meet radical transformations in the global information environment. In addition to resolving internal coordination issues and empowering the office of the Under Secretary for Public Diplomacy and Public Affairs, the consolidation and modernization of legislative authority for the Department of State's PD mission could lay the foundation for a long overdue consolidation of public diplomacy initiatives across the interagency. Finally, a new PD legislative framework would signal the reassertion of USG influence in a competitive and often hostile media environment.

- 2. Provide limited legislative exemptions to the Privacy Act of 1974 and the Paperwork Reduction Act of 1980 for research, evaluation, and data analysis of public diplomacy efforts intended for foreign individuals.** The Privacy Act of 1974 limits the State Department's ability to use industry-standard research and assessment techniques in implementing and evaluating PD programs. Further, the Paperwork Reduction Act of 1980 limits the ability of researchers to conduct PD measurement and evaluation in a timely fashion. Currently, researchers conducting a study involving a request for information about foreign publics must, with limited exceptions, obtain approval from the Office of Management and Budget. At a time when Congress and foreign policy think tanks have placed a premium on state of the art monitoring and evaluation practices, these statutory restrictions significantly hinder the Department's ability to assess the impact of PD initiatives.

- 3. Reinforce the importance of prioritizing research and evaluation, including an expression of support for allocating at least three to five percent of total PD program funds for the explicit purpose of research and evaluation.** Underinvestment in research and evaluation results in reduced PD program effectiveness, which we can ill afford in today's competitive information environment. Currently, less than one percent of total PD program funding is explicitly dedicated to research and evaluation purposes, whereas the private sector typically allocates a minimum of five percent of program funds for monitoring and evaluating program effectiveness. While many PD stakeholders recognize the need for increased research and evaluation, identifying funding for such efforts from within existing resources is a considerable challenge, one that needs Congress's active engagement and support to overcome.

To the Secretary of State:

- 1. Recruit and appoint a new Under Secretary of State for Public Diplomacy and Public Affairs.** The Department of State has gone for far too long without an Under Secretary of State for Public Diplomacy and Public Affairs. Between the devastating impact of COVID-19 on flagship educational and cultural exchange programs and the intensification of destabilizing malign influence campaigns against U.S. interests, now more than ever strong PD leadership is essential. Additionally, fully integrating public diplomacy considerations into U.S. diplomatic efforts, as well as enhancing the efficacy and cost effectiveness of PD operations, requires sustained oversight from an Under Secretary who both values the strategic role public diplomacy can play in achieving U.S. foreign policy goals and has the managerial acumen to bring about the structural changes needed to unleash PD's full potential. The ACPD recommends staffing this position with a career official. Current or recently retired Senior Foreign Service Officers in the PD profession would be worthy of consideration to lend stability to this often vacant position and sustained leadership to career PD professionals at the Department of State.
- 2. Designate the Global Engagement Center (GEC) as an official bureau.** When the GEC's predecessor, the Center for

Strategic Counterterrorism Communications (CSCC), was established in 2011 to counter terrorist propaganda, it had only a handful of staff and a budget of approximately \$5 million. Since the GEC replaced the CSCC in 2017, its mission has been legislatively expanded to include countering state-sponsored disinformation and propaganda, and its funding now exceeds \$50 million annually, with total staffing approaching 150 personnel. Given its exponential increase in financial and human resources, as well as the importance of its countering-state-disinformation mission to U.S. national security, the State Department should formally designate the GEC as an official bureau.

To the Department of State, Office of the Under Secretary for Public Diplomacy and Public Affairs (R), and Office of Policy, Planning, and Resources (R/PPR):

1. Appoint experienced experts and talented career Foreign Service and Civil Service officers in leadership positions across the Public Diplomacy mission. Consistent failure to fill critical PD leadership positions across the Department of State limits the success of long-term strategic planning and innovation in PD organizational design, digital diplomacy, and information statecraft. The State Department should fill these leadership vacancies as soon as possible, so PD offices can operate effectively and in synchronization with the Department's broader foreign policy mandate.

2. Prioritize improved financial data accounting and transparency in public diplomacy spending. PD spending is tracked in a variety of ways, depending on the type of program, the level of training at post, and the budget from which the resources are drawn. These systems, however, do not report fiscal data with consistent quality or timeliness, nor are the technical systems integrated. As a result, tracking PD spending across the various bureaus, offices, agencies, and missions requires requesting and triangulating fiscal data from dozens of offices, which cannot be easily reconciled and often results in conflicting tallies. Simplifying and improving existing accounting and knowledge-sharing mechanisms should be a high priority for R/PPR.

3. Implement the findings of the recent Strategic Resource Review of public diplomacy resource allocations. Given the rapid evolution of the global information space and the proliferation of PD programs and tools to address it, R/PPR conducted a full strategic review of the resource allocation of PD programs and staffing. This review assessed the synchronization between PD staffing and programming and current U.S. foreign policy objectives. It also identified inefficiencies or duplicative efforts. Now it is time for these findings to be integrated into a plan to rationalize the distribution of PD funding worldwide and balance existing resource allocations against foreign policy priorities. This implementation plan should also take into account and build upon the findings of the recent strategic review of ECA-managed programs to assure the full synchronization of PD programs, operations, staffing, and resources.

4. Engage in ongoing assessments of PD Modernization, R/PPR's initiative to deliver new tools, an improved organizational structure, and professional development to the Department's PD practitioners, especially those overseas. With initial deployment set to be completed by the end of 2020, PD Tools offers an integrated set of audience analysis, strategic planning, management, monitoring and evaluation, and collaboration tools that can assist public diplomacy sections in achieving foreign policy results. As of the writing of this report,

the PD Staffing Initiative (PDSI) has reorganized 36 of more than 200 overseas PD sections, revising locally employed staff position descriptions to strengthen effectiveness and centralize audience engagement and impact in the strategic planning and programming design process. Finally, the Bureau of Global Public Affairs (GPA) continues to roll out the new Contact Relationship Management (CRM) system, which aims to give PD staff the ability to identify and manage key contacts, track interactions, message contacts with targeted outreach campaigns, and evaluate effectiveness with focused analytics. It is essential that R/PPR and FSI work together to ensure that the Department's PD practitioners have the training and support necessary to utilize these new tools and platforms and take advantage of the new staffing structure to optimize engagement with foreign audiences. Building upon the findings of the Office of the Inspector General's inspection of the PDSI in fall 2020, the ACPD recommends that a series of internal assessments be made to measure the degree to which these new tools and structures effectively link policy objectives to key audiences, fulfill audience outreach and influence objectives, and link program monitoring and evaluation results to future initiatives.

5. Expand R/PPR's Research and Evaluation Unit focus on influence measurement. In 2019, the R/PPR Research and Evaluation Unit (REU) expanded its capacity to conduct research in countries around the world. The REU also launched several pilot outcome and impact assessments, to include a first attempt to measure the impact of cultural programming on individual perceptions of USG influence. Given current strategic focus on influence and perception management, the ACPD recommends that the REU expand its audience assessment efforts to provide new impact evaluations for high priority programs, refine program monitoring tools, and build findings and best practices into monitoring and evaluation training for field personnel.

6. Lead the integration of the Bureau of Educational and Cultural Affairs more fully into the senior level regional bureau policy planning process. It is widely acknowledged that ECA programs as designed and supported in Washington and implemented in the field play a critical role in support of the USG's short and long term foreign policy objectives. Nevertheless, they are not sufficiently integrated into the policy planning process. R/PPR should take steps to ensure that ECA, regional, and functional bureaus and overseas missions link cultural and exchange programs to the support of Department priorities. The integrated strategic planning process should include regular strategic dialogues with Deputy Assistant Secretary (DAS) level participation from ECA, regional, and functional bureaus, and an annual policy guidance directive issued jointly by the Under Secretaries of State for Public Diplomacy and Political Affairs.

To the Bureau of Educational and Cultural Affairs:

1. Build on knowledge gained from ECA's new program data monitoring model. ECA recently developed the Monitoring Data for ECA (MODE) framework, which includes standardized bureau-wide goals, objectives, and indicators designed to track program performance and evolution. The ACPD recommends that ECA build on the MODE framework to use data and performance metrics to improve program performance and to inform strategic planning activities at the bureau, division, and exchange program levels.

2. Engage in a strategic review of the scope and organization of ECA's programs. The recent external review of ECA's current structure and programs usefully highlights the need for ECA to be more fully integrated into the Department-wide strategic planning process and to streamline program delivery structures. However, the report does not address the critical need to assess how effectively ECA's 90 plus programs meet current foreign policy objectives. The ACPD recommends a full, strategic review of the scope and organization of ECA's programs, with an eye towards consolidating similar programs, revising the internal organization of and divisions between programs, and minimizing any inefficiencies. Information gathered through such a review would provide greater clarity on the program tools available to PD practitioners in the field and how they can be best utilized. Data from this study could also be used to enhance the domestic public's understanding of the value of U.S. government-funded exchange programs, particularly for U.S. economic prosperity and national security.

3. Conduct a preliminary assessment of Vision 21, ECA's new knowledge management system, to ensure heightened transparency and more timely and accurate communications across the bureau's offices and with outside stakeholders, such as Congress. The system is designed to increase visibility across programs, make high quality data more accessible, reduce response time to taskers, and drive efficient management of exchange programs. The ACPD recommends that ECA evaluate whether Vision 21 is meeting these goals, allowing ECA to track and assess its programs in close to real time, and reducing the administrative burden on its employees.

4. Expand alumni coordination, working with other bureaus to directly support post-led efforts to engage USG program alumni over the long-term. Alumni are a valuable group with greater than average understanding of U.S. policy goals and values. ECA's alumni office should build upon existing efforts and expand coordination with GPA and the regional and functional bureaus to reinforce the central role that missions play in alumni engagement.

To the Bureau of Global Public Affairs (GPA):

1. Restore daily in-person press and policy briefings. Given the ceaseless 24/7 news cycle and the exceptional speed at which false information can be propagated both online and in traditional media, it is absolutely essential that the Department of State resume daily live press briefings to set the record straight. This would also improve GPA's capacity to frame U.S. policies and breaking events accurately with foreign and domestic audiences. The ACPD additionally encourages GPA to make maximum use of its press office to increase the number of high-level media engagements to enhance understanding of America's foreign policy goals and values.

2. Renew the focus on field-driven information outreach needs and priorities. The GPA mandate pledges to "engage foreign publics to enhance their understanding of and support for the values and policies of the United States." Posts remain the best source of information on what foreign publics care about and why. To improve message impact, GPA should ensure that, in addition to private sector, academic and polling data, its research analytics component incorporates field input into priority message development so the right materials are produced for the right audiences with the right tools.

3. Provide a preliminary impact assessment of the merger of the Bureaus of Public Affairs and International Information Programs into the Bureau of Global Public Affairs. The merger

of the Bureaus of Public Affairs (PA) and International Information Programs (IIP) into the Bureau of Global Public Affairs (GPA) was justified as an improvement to the State Department's ability to "communicate American foreign policy and values around the world" in the 21st century. The ACPD recommends that the GPA work with R/PPR, the regional bureaus, and the field to engage in an internal assessment of the merger's impact on message coordination and values projection.

To the Global Engagement Center (GEC):

1. Foster an innovative and agile culture of transparency through information sharing across U.S. government agencies; objective research and evaluation of programs; and modifying, redirecting, or ending programs not achieving desired/optimal results. As the GEC increases the size and scale of its counter-terror and disinformation programming, it must engage in continuous assessment of program effectiveness and impact. Most importantly, these insights need to be tested and shared in order to ensure that lessons learned and best practices gleaned from its forward-leaning programming can benefit practitioners across the public diplomacy community.

2. Prioritize coordination and synchronization of programs and insights across the interagency. The GEC is authorized to "direct, lead, synchronize, and coordinate" efforts from across the U.S. government to understand and counter foreign propaganda and disinformation efforts. This function is crucial and one that only the GEC is authorized and able to perform. The ACPD urges the GEC to embrace this mandate fully, strengthen its interagency leadership role in this area, and develop new and/or enhanced methods for harmonizing overall U.S. government programs aimed at identifying, understanding, and countering foreign propaganda and disinformation.

3. Establish a Department-wide lexicon for malign influence operations. There are multiple and often competing definitions of malign influence operations in use within the Department of State. The lack of Department-wide consensus on the basic terms creates vulnerabilities for internal bureau, agency, and institutional efforts, as well as significant challenges to interagency or joint operations. Without agreed-upon definitions, it is hard to come to a shared understanding of the threat, to define a set of common strategic objectives, or to concur on desired outcomes. It is also difficult to assess impact and define success – or failure – when a number of distinct and even competing definitions are in play. As the designated "coordinator" of Department and interagency efforts to combat malign influence, the GEC should take the lead in the establishment of a lexicon of disinformation.

To the Foreign Service Institute (FSI) Public Diplomacy Training Division:

1. Revise training protocols and establish new opportunities for the professional development of public diplomacy practitioners. The FSI PD Training Division has embarked on an ambitious plan to update PD training courses to meet the rapidly evolving demands of the global information environment. Specifically, existing modules and courses will be expanded to include content creation, audience analysis, data literacy, network development, and monitoring and evaluation. The ACPD recommends that, working with the Under Secretary's Office of Policy, Planning and Resources (R/PPR), FSI's PD Training Division assess recent and proposed changes to the curriculum,

focusing in particular on the degree to which the new curriculum meets existing training and programmatic needs, and providing recommendations for improving curriculum content.

To the U.S. Agency for Global Media (USAGM):

1. End all efforts to politicize the Agency's journalists and repair recent breaches to the Congressionally-required firewall prohibiting the executive branch or political appointees from attempting to direct, pressure, coerce, threaten, interfere with, or otherwise impermissibly influence any of the USAGM networks. The ACPD urges USAGM leadership to take the following restorative measures: re-establish the independence of the Voice of America's editorial decision-making processes; restore and empower internal review mechanisms to address specific editorial shortcomings; return management of journalist conflict of interest reviews and social media policy to the networks; publicly commit to protecting journalistic independence at all of the Agency's networks; and prioritize restoring the Agency's credibility through transparency, good governance, and reliance on subject matter experts.

2. Restore Congressionally-approved and allocated funding to grantees, networks, and federal offices for news programming, research, and technology incubation and development. The Agency's FY 2020 spend plan deviated significantly from the Congressionally-approved budget, resulting in dramatic reductions in funding for the Open Technology Fund, the networks, as well as USAGM's Office of Policy and Research. These deviations resulted in suspension of critical programming and initiatives designed to counter authoritarian malign influence and destabilization strategies and their effects. The ACPD recommends the immediate restoration of these funds to support USG counter-disinformation initiatives--a national security priority.

3. Conduct an annual business review of each language service to ensure that Agency resources are allocated properly and efficiently to meet the Agency's priorities. The USAGM's 2018-2022 Strategic Plan calls for enhanced "strategic cooperation between networks." In fulfillment of this mandate, the ACPD recommends that the USAGM conduct comprehensive business reviews of each of USAGM's five networks, to include assessment of programming, audience/impact, budget, IT, performance, staffing, and plans for modernization. Business reviews should leverage both performance and financial data to present a holistic picture of network performance and to identify areas for improvement, broader reform, cost control, or additional investment.

4. Increase prioritization of and funding for program research and impact evaluations. The USAGM's 2018-2022 Strategic Plan calls for improved "accountability and impact measurement." In fulfillment of this requirement, the ACPD recommends an independent assessment of USAGM's Office of Policy and Research (OPR) conduct of evaluations of program effectiveness and impact. In particular, this outside inquiry should assess the degree to which OPR has incorporated innovative research designs and methods for measuring impact beyond, but not instead of, the use of systematic survey tools. In addition, given the importance of research in the strategic planning process and the quickly changing media environments in which the USAGM operates, additional resources should be dedicated to OPR to ensure its continued effectiveness.

5. Launch a wholesale digital modernization of the Office of Cuba Broadcasting (OCB). Despite Congressional calls for major reform, the USAGM has not yet engaged in a much needed modernization of the OCB to streamline operations and re-launch the network as an agile news service. A 2019 report commissioned by USAGM found that OCB's Radio and TV Marti is lacking the necessary editorial processes to ensure the highest journalistic standards. The report also found that Marti's content was by and-large ineffective, targeting an older Cuban audience without a clear path for engaging Cuba's emerging youth population. Built for linear radio and TV production, OCB's current operating structure and professional expertise are fundamentally misaligned with the informational needs and technological sophistication of Cuba's emerging and influential youth citizenry. Moving forward, content should be created with the intent of digital distribution, consumption, and sharing, foundational logics that require a different approach to content creation. Resources should be focused on creating and acquiring compelling and engaging content that is easily accessed and shared on the devices and platforms that are most accessible to target audiences.

UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS



220 PD officers from around the globe participate in the “PD Next” Global PD Workshop in Washington (November 2019).



OFFICE OF THE UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS (R)

R RESOURCES

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$1.12 million	\$1.21 million	\$1.09 million	\$1.0 million	\$1.1 million	\$1.1 million

OVERVIEW

The Under Secretary for Public Diplomacy and Public Affairs reports to the Secretary of State and directs the Department's efforts to strengthen U.S. national security and economic prosperity by understanding, informing, and influencing foreign publics and by expanding and strengthening people-to-people connections between the United States and the rest of the world. The Under Secretary also leads Department efforts to communicate official policy to domestic and international audiences and to engage and inform the American people about U.S. foreign policy. The Under Secretary's office oversees the bureaus of Educational and Cultural Affairs (ECA), Global Public Affairs (GPA), the Global Engagement Center (GEC), and the Office of Policy, Planning, and Resources (R/PPR). The Under Secretary also provides PD resources to, and coordinates PD priorities with, all the Department's regional bureaus and many of its functional bureaus. The Under Secretary:

- Serves as the principal advisor to the Secretary and Deputy Secretary on all public diplomacy matters, including the allocation and oversight of public diplomacy and public affairs resources;
- Directs the formulation and coordination of Department policies on issues related to public diplomacy and public affairs, and represents the Department on related matters with other agencies of the U.S. government and outside audiences;
- Oversees annual strategic planning and evaluation of public diplomacy and public affairs programming;
- Ensures coordination and strategic alignment with foreign policy objectives; and
- Guides Department leadership responsible for conducting and implementing public diplomacy and public affairs policies, programs, and activities.

The staff of the Office of the Under Secretary for Public Diplomacy and Public Affairs (R) include an Executive Assistant (who also serves as Chief of Staff), four Special Assistants, two staff assistants, and the International Expositions Unit (R/EXPO).

International Expositions Unit (R/EXPO)

The International Expositions Unit oversees U.S. pavilions at International Expos (also known as World's Fairs) accredited by the multilateral Bureau of International Expositions (BIE) and supports U.S. cities vying to host such events. Prior to the establishment of the Expo Unit in 2017, no single office was responsible for managing official U.S. participation in Expos or

supporting U.S. candidacies since the United States Information Agency (USIA) Exhibitions Office closed in 1992. The United States is the only nation that depends wholly on donations for national pavilions at World Expos.

OFFICE OF POLICY, PLANNING, AND RESOURCES (R/PPR)

The Office of Policy, Planning, and Resources' (R/PPR) mission is to champion the practice of public diplomacy and public affairs by coordinating policies and resources to equip practitioners with the knowledge, skills, and tools they need to advance U.S. foreign policy goals. To accomplish its mission, R/PPR:

Incubates innovation in public diplomacy and public affairs practices by disseminating the knowledge, skills, and tools practitioners need to do their jobs. Examples include:

- Increasing the ability to collect and use data on the performance of programs and activities in decision-making and to demonstrate accountability to the American taxpayer.
- Consolidating existing online tools to provide contact management, audience analysis and targeting, strategic planning, budget analysis, and measurement and evaluation in a single technology platform. R/PPR also leads the PD digital practitioners network in considering the use of new technologies.

Integrates public diplomacy and public affairs with foreign policy formulation and execution, demonstrating through results that public diplomacy and public affairs are critical tools for achieving foreign policy goals. Examples include:

- Reorganizing R/PPR after the largest restructuring within the State Department in twenty years. Some of the programs and personnel from the former Bureau of International Information Programs moved to R/PPR, including Networks, the Regional Policy Office, and Judicial Liaison.
- Making progress on the PD Staffing Initiative, a holistic review and realignment of the organizational structure of public diplomacy sections overseas. This initiative is centered on the revision of all locally employed staff position descriptions to make them audience-focused and aligned with the PD Strategic Framework, and includes ongoing support for American officer positions to adopt the same audiences-focused approach. In 2019, 16 missions completed implementation of the initiative, while an additional 15 missions began implementation.

- Engaging in regular strategic planning exercises with R family bureaus, regional and functional bureaus, and PD sections abroad.

Increases understanding and support for public diplomacy and public affairs capabilities and successes. Examples include:

- Rebranding the National Museum of American Diplomacy (NMAD). The new name more accurately reflects the museum's roles as both an education center and a national cultural institution serving as a primary public-facing platform of the U.S. Department of State.
- Revising the Public Diplomacy Strategic Framework that articulates the four elements of effective Public Diplomacy,

including Audience Analysis, Strategy Development, Effective Management, and Ongoing Evaluation.

- Launching the R/PPR Weekly Update, an internal round-up of the office's activities each week. This new product is shared with all the regional and functional PD offices, FSI PD training, and R family bureaus and offices. In 2019, it increased awareness and transparency around the policy and resources for public diplomacy.

R/PPR supports regional and functional bureaus and posts overseas and advises the Under Secretary for Public Diplomacy and Public Affairs and other senior leadership on the efficient and effective allocation of public diplomacy resources.

R/PPR RESOURCES

(in millions)	FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
R/PPR Evaluations	\$1.38	\$1.19	\$1.06	\$1.90	\$1.17
Digital Support	\$1.11	\$0.97	\$5.28	\$7.75	\$5.45
Audience Research & Analysis	\$1.35	\$0.88	\$0.63	\$1.00	\$1.50
Support for Bureau Initiatives	\$1.16	\$1.50	\$4.09	\$22.55*	\$14.18
Total	\$5.00	\$4.54	\$11.06	\$33.20	\$22.30

*The increase in FY 2020 was due to one-time accounting adjustments associated with the creation of the Bureau of Global Public Affairs and investments in the PD Staffing Initiative.

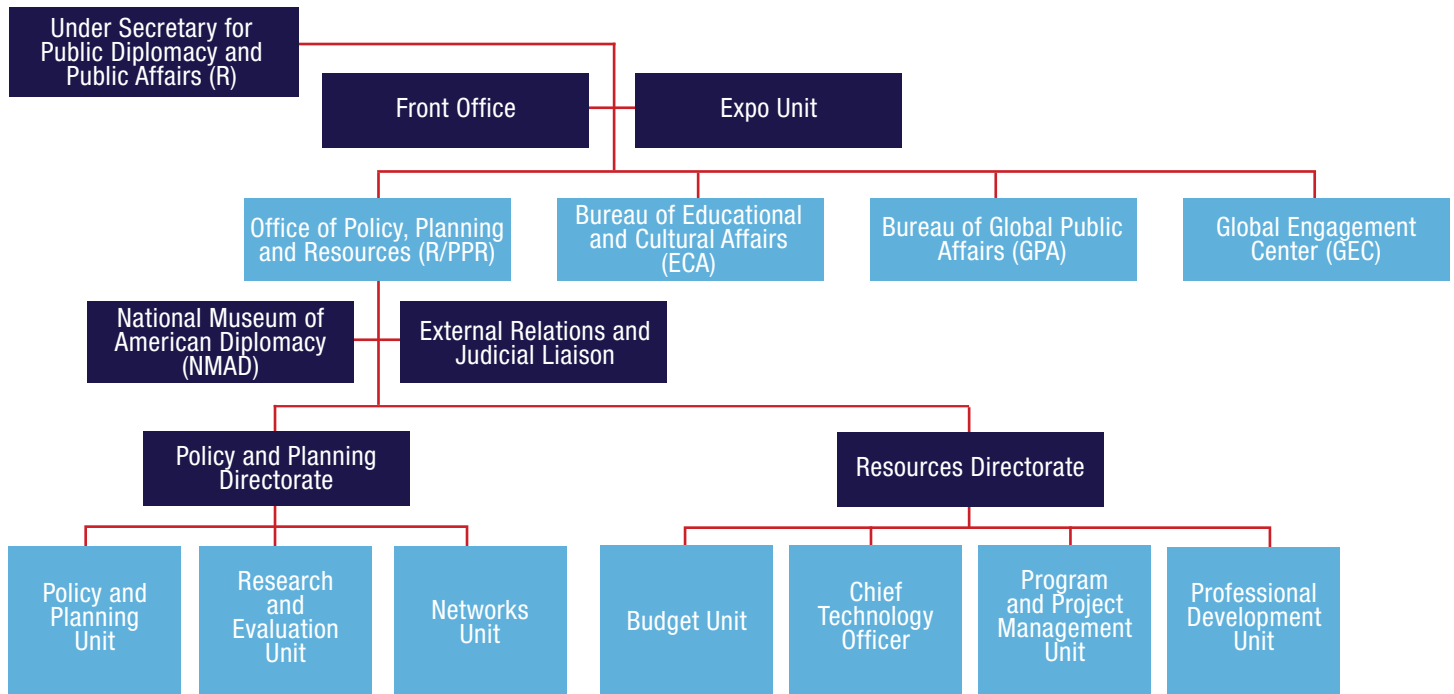
OVERVIEW

R/PPR's Executive Office is composed of the R/PPR Director, a Chief of Staff, and an Office Management Assistant. Most R/PPR functions fall into one of two directorates, each supervised by a Managing Director – one for Resources and one for Policy and Planning. The remaining functions, including the National Museum of American Diplomacy (NMAD), Judicial Liaison (JL), and External Relations are organized under the R/PPR Director.

Resources Directorate

The Resources Directorate provides strategic management of the financial, human, and technology resources that support PD programs and activities worldwide. The Resources directorate includes the Budget Unit, Professional Development Unit (PDU), Program and Project Management Unit (PPMU), and the R Chief Technology Officer (CTO).

OFFICE OF THE UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS ORGANIZATIONAL CHART



- Budget Unit:** The Budget Unit assists in the strategic allocation of public diplomacy and public affairs resources to address foreign policy priorities. R/PPR's budget unit distributes funds to the regional and functional bureaus and provides advice on and operational support for all phases of financial management of public diplomacy and public affairs budget activities. These functions include budget formulation, justification, and execution, as well as resource planning and the collaborative management of multiple appropriations that support public diplomacy initiatives throughout the Department.
- Professional Development Unit (PDU):** The Professional Development Unit (PDU) supports the practice of public diplomacy by ensuring all PD practitioners (Foreign Service Generalists and Specialists, Civil Service, and Locally Employed Staff) have the skills and training to effectively perform their functions, timely opportunities for professional development, and an organizational structure that supports career advancement. PDU identifies training needs, coordinates with FSI on PD training development and delivery, and identifies ways to fill short term training needs. PDU also coordinates with the Bureau of Global Talent Management (GTM) and geographic bureaus on public diplomacy staffing analysis and planning and professional development programs and fellowship opportunities. PDU leads the PD Staffing Initiative, which is modernizing public diplomacy sections globally to align with the audience-based focus of the Public Diplomacy Strategic Framework. When finished, the initiative will have reorganized 189 overseas Public Diplomacy Sections, updated 2,600 Locally Employed staff and nearly 600 American officer position descriptions.
- Program and Project Management Unit (PPMU):** The Program and Project Management Unit (PPMU) provides information technology advisory and consultative services to R/PPR and R family colleagues in the areas of federal governance, IT acquisition life cycle, and regulatory and security compliance. The PPMU specializes in the OMB Capital Planning and Investment Control process and the NIST Risk Management and Cyber Security Frameworks and related security processes.
- R Chief Technology Officer (CTO):** The R Chief Technology Officer (CTO) coordinates technology strategy, market research, acquisition, governance, and user adoption across the PD community. The CTO solicits input from PD practitioners and stays abreast of emerging technology to make recommendations about piloting technologies with potential PD applications. The CTO coordinates with R family bureaus to support the global deployment of new public engagement platforms for PD practitioners worldwide, including tools for PD strategic planning, audience analysis, monitoring and evaluation, and contact and events management. Serving as the primary R representative to IRM leadership and other Department technology leaders, the CTO plays a key role on the Department's IT Executive Committee and ensures that PD-specific use of technology aligns with the Department's broader IT strategy.

Policy and Planning Directorate

The Policy and Planning Directorate oversees strategic planning for public diplomacy, collects data to inform PD resource allocation decisions, provides PD practitioners with analytics tools, and evaluates PD programs. Policy and Planning includes the Policy and Planning Unit, the Research and Evaluation Unit, and the Networks Unit.

- **Policy and Planning Unit (PPU):** The Policy and Planning Unit (PPU) leads the PD strategic planning process and supports posts in the development of PD Implementation Plans. The PPU more than tripled in size with the establishment of the Bureau of Global Public Affairs in May 2019. This expansion enabled R/PPR to increase its regional and functional policy expertise and coordination. The PPU identifies opportunities to coordinate PD resources and tools across the Department. The PPU advocates for PD equities in the interagency and throughout the Department.
- **Research and Evaluation Unit (REU):** The Research and Evaluation Unit (REU) generates original research on PD initiatives, interprets existing research, and disseminates knowledge tailored to the needs of PD practitioners – including on-demand opinion polling, message testing, and practical data analysis – to support the use of evidence in effective decision-making. These research techniques and products enable the Department to deploy its PD resources more efficiently, minimize waste, and maximize effectiveness. Working in close coordination with bureaus and posts, the REU also designs and implements monitoring systems and program evaluations unique to local environments and provides training and policy guidance on research and evaluation practices.
- **Networks Unit:** The Networks Unit builds and maintains digital networks of strategically important audiences such as Young African Leaders (YALI) and Young Leaders of the Americas (YLA). Established in 2010 and 2015 respectively, the YALI network includes 650,000 members from every Sub-Saharan country and the YLA network includes more than 47,000 members from Canada, the Caribbean, and Latin America. Networks applies the principles of audience analysis, email marketing, and advocacy campaigns to engage these audiences with targeted campaigns designed to build public support for specific U.S. policy objectives. Networks has applied its lessons learned and best practices to inform further experimentation with digital network engagement across the Department.



YLIAI Fellowship alumni at a 2019 YLIAI train-the-trainer event in Mexico City.

Additional R/PPR Functions

- **National Museum of American Diplomacy:** The National Museum of American Diplomacy (NMAD) is the first museum dedicated to the history and practice of American diplomacy. Through exhibitions, education programs, and digital engagement, NMAD seeks to broaden the public's understanding of American diplomacy and the critical role it plays in national security and prosperity. NMAD is supported through a public-private partnership between the Department of State and the nonprofit Diplomacy Center Foundation.
- **Judicial Liaison:** The Judicial Liaison serves as the gateway between the State Department and the U.S. Judiciary judges and staff, including the U.S. Supreme Court. R/PPR absorbed the Judicial Liaison function with the establishment of the Bureau of Global Public Affairs in May 2019.
- **External Relations:** External Relations serves as the primary outreach arm for the Under Secretary for Public Diplomacy and Public Affairs, maintaining ties with Congress, think tanks, academia, and the private sector. Outreach enhances the visibility and understanding of the role PD plays in advancing U.S. interests and provides an avenue for the exchange of ideas and information. An internal working group examining R/PPR's operations recommended expanding the office's outreach and communications capabilities by creating a dedicated unit with additional staff to oversee these efforts. R/PPR began taking steps to create this expanded unit in late 2019.

KEY 2019 PROJECTS AND INITIATIVES

Strategic Resource Review (SSR): To ensure public diplomacy resources are optimally aligned to achieve current national security objectives, R/PPR initiated a review of current public diplomacy resource allocations and an assessment of global resource requirements. This Strategic Resource Review (SRR) included:

- Determining the current amount and distribution of public diplomacy funding worldwide;
- A "Blue Skies" exercise incorporating feedback from the field on the resources required to "win" the competition for influence in each country; and
- A resource modeling exercise that used objective data sets to compare existing resource allocations in the context of the Department's current foreign policy goals.

When completed in early CY 2020, the SRR will provide a data-driven set of recommendations to senior leadership regarding PD resource requirements and allocations.

- **PD Implementation Plan (PDIP):** The Policy and Planning Unit led the PD Implementation Plan (PDIP) process, providing guidance and training to drafters at posts and reviewers in Washington. The unit conducted an extensive review of all 182 PDIPs, highlighting opportunities for regional policy coordination, best practices in audience analysis, strategic development, monitoring and evaluation, and identification of outputs and outcomes. The comprehensive 2019 review allowed R/PPR and regional bureaus to better support the strategic alignment of PD resources to regional and global policy priorities.
- **Social Media Accounts Working Group (SMAWG):** The Policy and Planning Unit, at the formal request of the Deputy Secretary, established the Social Media Accounts Working

Group (SMAWG) to clarify the digital policy on personal and official use of social media and develop an enforcement chain for the policy. The SMAWG developed the Personal and Official Use Social Media Handbook to clarify the Department's digital policies. The handbook was distributed via the annual policy reminder in an ALDAC in September 2019.

- **Department-wide Community of Practice:** The Networks Unit launched a Department-wide Community of Practice for public diplomacy practitioners in Washington to learn and discuss best practices in developing integrated digital strategies to engage foreign audience networks to advance policy priorities. Public diplomacy practitioners from 14 regional and functional bureaus across the Department participated in meetings and consultations, which have led to the implementation of several policy-driven outreach campaigns in partnership with U.S. Missions around the world. For example, in partnership with the U.S. embassies in El Salvador, Honduras, and Guatemala, the Networks Unit managed an outreach campaign aimed at curbing illegal migration, a key White House priority. The campaign focused on addressing the economic drivers of illegal and irregular migration, generating more than one dozen events led by local activists that engaged more than 1,000 participants. Finally, the Networks Unit has facilitated training on creating integrated digital outreach campaigns for more than 65 public diplomacy practitioners in the South and Central Asia region.
- **Evaluation and Measurement:** The Research and Evaluation Unit (REU) supports U.S. public diplomacy personnel and the professional PD community, striving to continuously improve U.S. public diplomacy through the collection and dissemination of research-based evidence to inform data-driven decision-making.

In 2019, the REU continued to expand its capacity to conduct rigorous and relevant research in countries around the world. It completed an outcome evaluation of the Paris Youth Ambassadors program and a needs assessment for the New Delhi American Center. In partnership with the Bureau of European and Eurasian Affairs (EUR) and embassies across the EUR region, the REU also completed a multi-year impact evaluation of the Young Transatlantic Innovation Leaders Initiative (YTILI) using randomized controlled trials.

It also launched seven new evaluation and measurement projects in 2019 including: a quasi-experimental impact evaluation of the Brazil Youth Ambassadors program; an outcome evaluation in Jakarta, which represented the first attempt to measure the effects of PD cultural activities on how individuals perceive a U.S. embassy's influence on the community; and the design of a PD-oriented monitoring, evaluation, and learning (MEL) framework for Mission Brazil. In partnership with EducationUSA, the team also expanded its Tokemon initiative – a systematic monitoring project designed to monitor and enhance learning on study abroad initiatives, piloted first in Japan in 2017 – to six additional countries (Turkey, Indonesia, India, Canada, South Africa, and Brazil). During FY 2019, the REU also conducted more than 110 consultations with PD partners across five regional bureaus and five functional bureaus.

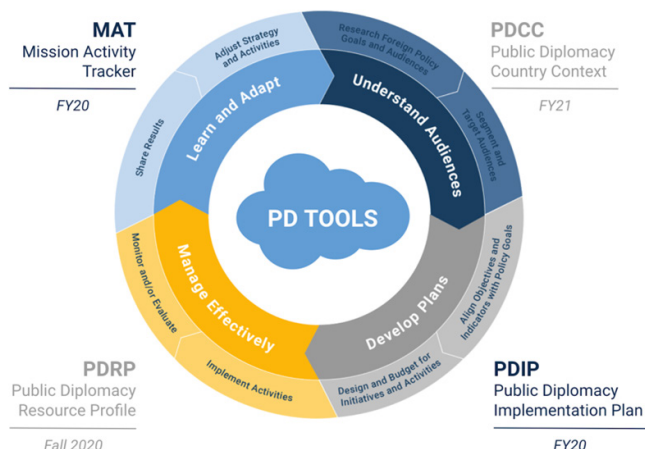


PD Tools pilot project deployment (2019).

PD Tools: The Research and Evaluation Unit's PD Tools project is an effort to consolidate three outdated software applications into one system used for strategic planning, activity tracking, and budgeting. The consolidated system is based on Salesforce and integrates with the CRM contact application to produce comprehensive reports on PD activities at each mission. In 2019, the PD Tools team deployed, tested, and trained PD staff on the system at seven missions: Brazil, Madagascar, Egypt, USUN Rome, Switzerland, Nepal, and Indonesia. Global deployment to all overseas posts and domestic offices is in process and scheduled for completion by the end of FY 2020.

PD Tools offers PD practitioners a set of audience analysis, strategic planning, budgeting, management, and monitoring and evaluation tools in one place, accessible and shareable in real time. Along with new functionality, PD Tools replaces several legacy applications, including the Mission Activity Tracker (MAT), the PD Resource Profile (PDRP), and the PD Resource Allocation Module (PDRAM). PD Tools also will become the standard platform for the PD Country Context (PDCC). In addition to replacing these legacy tools, PD Tools integrates with the Contact Relationship Management (CRM) application.

With PD Tools, PD practitioners can plan initiatives and activities, connect them to targeted and well-defined audiences based on mission contacts, manage budgeting and implementation of activities, and, finally, evaluate and report on them. Beginning in FY 2021, posts will use PD Tools to draft their Public Diplomacy Implementation Plans (PDIP), creating a living strategy that they can utilize throughout the year. These PDIPs will be linked to preloaded Integrated Country Strategies (ICS), facilitating strategic planning and reporting on PD's support of Department goals.



R/PPR HIGHLIGHTS FOR 2019

PDNext: 2019 Global PD Workshop

In November 2019, R/PPR organized “PDNext,” the biennial Global Public Diplomacy Workshop in Washington. Over 220 PD section chiefs or their designees from every U.S. mission worldwide participated in the workshop. PDNext’s charge was to equip frontline PD practitioners with the latest policy guidance, skills, and tools needed to effectively practice public diplomacy in support of U.S. policy priorities. The five-day workshop delivered global policy and communications guidance, a deep dive into best practices, and provided participants with information on how to make the most of recent public diplomacy modernization efforts.

The National Museum of American Diplomacy

In 2019, the National Museum of American Diplomacy hosted dozens of events and welcomed over 5,000 visitors, including 1,600 students and educators participating in weekly Diplomacy Simulations and a Summer Teacher Institute. Curated by NMAD staff and designed in partnership with Smithsonian Exhibits, the museum’s first long-term exhibit, “Diplomacy Is Our Mission,” previewed the larger museum to come and illustrates the key ways in which diplomacy promotes U.S. security and prosperity. At the same time, the Diplomacy Center Foundation launched a new capital campaign to raise the funds needed to complete construction of the museum. NMAD also introduced “Diplomacy After Hours.” Held on the second Wednesday of each month, Diplomacy After Hours showcases the diversity of America’s diplomacy activities. Presented as an informal public program that features open discussion and a follow-on reception, events have included a discussion of sports diplomacy with baseball legend and Sports Envoy Cal Ripken, Jr., and diplomacy quiz nights. These widely-attended events highlight the many ways to practice diplomacy – from negotiations to cultural exchanges.

The PD Staffing Initiative

R/PPR’s Professional Development Unit (PDU) continued to make progress toward full global implementation of the PD Staffing Initiative (PDSI). PDSI updates the structure of all overseas PD sections and shifts PD practitioners – American officers and Locally-Employed (LE) staff – to audience-centric portfolios that facilitate collaboration for specific results, empower teams and individuals to contribute results to the mission, and provide the flexibility to adapt to changes in public opinion, technology, and communications environments. This initiative is the first holistic restructuring of overseas PD sections since the 1970s.

At the end of 2019, PDSI had been fully implemented at 30 missions and was underway at another 14 missions, affecting a total of 681 positions. PD sections who have moved to the new organizational structure report that it facilitates collaboration on audience-specific strategies, empowers teams and individuals to contribute results to the mission, and provides the flexibility to adapt to changes in public opinion, technology, and communications environments.

PDU also modified the PDSI deployment strategy to ensure 100% of overseas posts complete the organizational reviews by the end of CY 2022. The new strategy includes a preparation phase focused on the conceptual basis of the new structure and the leadership and management skills needed to successfully transition; in-person or virtual coaching visits to facilitate creation of the new organizational structures; remote collaboration with posts on new position descriptions; and sustainment support, tailored to the needs of each PD section.



Baseball legend and State Department Sports Envoy Cal Ripken, Jr. poses with the crowd at a July 2019 “Diplomacy After Hours” event at the National Museum of American Diplomacy.

SPOTLIGHT:

YOUNG TRANSATLANTIC INNOVATION LEADERS INITIATIVE EVALUATION



Young Transatlantic Innovation Leaders Initiative (YTILI) Fellows in Berlin, Germany in April 2018.

In partnership with EUR embassies across the region, the REU completed a multi-year evaluation of the Young Transatlantic Innovation Leaders Initiative (YTILI) in 2019. This impact evaluation is the second true Department of State impact evaluation of a PD program that utilizes a randomized controlled trial. Embassies across EUR selected 101 young entrepreneurs to participate in both virtual and in-person events, including a visit to the United States, aimed at increasing their entrepreneurial skills, promoting business growth, and expanding transatlantic business ties. The study found that the program led to limited, yet measurable, improvements in all three outcome areas.

Findings highlight four central lessons for PD practitioners. (1) Seeking to achieve a range of outcomes with one program can make participant selection problematic and limit the efficacy of the program across outcome types. Instead, implementers

should focus programmatic goals more narrowly before engaging in program design in order to better select participants and structure content. (2) Program designers should conduct audience expansive research to select attendees who are the most closely connected to program goals and who will then be most likely to benefit from participation. (3) Program designers should pay close attention to their selection of host cities and U.S. mentors, which plays a key role in program outcomes. (4) YTILI results, combined with findings from an REU evaluation of the Paris Youth Ambassadors program, suggest that participants in PD programs hold much more positive attitudes towards the United States compared to the general public in their home countries prior to program participation. This leads to very high expectations for their experience.

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS



A Community College Initiative (CCI) program leadership event at NOVA Community College, Virginia.



BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS (ECA)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$599 million	\$634 million	\$646 million	\$701 million	\$731 million

OVERVIEW

The Bureau of Educational and Cultural Affairs (ECA) designs and implements educational, professional, and cultural exchange programs that create and sustain connections with other countries to advance U.S. foreign policy and national security goals. ECA programs cultivate ties among current and future global leaders, creating a dynamic network of partners worldwide who understand American values and society. More than one million people have participated in ECA-funded programs since they began almost 80 years ago, including more than 400,000 Americans. One-quarter of current world leaders are alumni of U.S. government exchange programs, as are 15 percent of the foreign ambassadors currently posted to the United States. Forty-two alumni are current members of the U.S. Congress and 593 alumni are current or former heads of state and government around the world. Eight-five Nobel Prize winners are ECA exchange alumni.

ECA's programs provide direct economic benefits to the American people. Over 90 percent of ECA's appropriation is spent in the United States or invested in U.S. citizens and organizations. Academic and professional partnerships with foreign exchange participants bring international networks to American campuses and workplaces and build skills and expertise among U.S. participants who go abroad. Education is the nation's fourth largest U.S. service sector export, with international students contributing \$46 billion to the U.S. economy in 2019 and supporting more than 458,000 U.S. jobs. In the 2018-19 academic year, approximately 1,095,000 international students studied at U.S. higher education institutions, a record high for the United States. Providing foreign students interested in studying in the United States with accurate, comprehensive, and current information about how to apply to U.S. colleges and universities, ECA supports a network of more than 430 EducationUSA advising centers worldwide.

ECA's monitoring and evaluation efforts consistently demonstrate that alumni of U.S. government-sponsored exchanges return to their home countries with increased knowledge of the United States and more favorable views of the American people. American alumni return with marketable skills and international experiences that help advance their careers and support their communities.

In FY 2020, ECA programs and exchanges focused on the following five priorities:

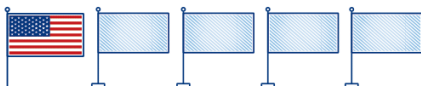
- **Promote American leadership** through people-to-people exchanges that advance U.S. foreign policy objectives and deepen the mutual understanding that underpins U.S. relationships with foreign countries.
- **Renew America's competitive advantage** for sustained economic growth by increasing the global skills of Americans and expanding the reach of U.S. businesses and institutions.
- **Counter foreign government disinformation** and foster alternatives to radicalization through international exchange programs.
- **Promote American values** through professional, educational, and cultural programs that bolster democratic principles and encourage strong civil society institutions, human rights, and independent media.
- **Ensure effectiveness of ECA programs and accountability** to the U.S. taxpayer by evaluating programs, expanding use of virtual technologies, and leveraging relationships with program alumni.

ECA's staff includes 510 authorized full-time positions and 132 contractors. About 55,000 people take part in ECA-funded exchange programs every year, including opportunities for approximately 15,000 Americans to travel abroad. ECA's Private Sector Exchange Programs welcomed over 308,000 exchange visitors from 200 countries and territories to the United States in 2019.

Through the FY 2019 consolidation of the bureaus of International Information Programs (IIP) and Public Affairs into the Bureau of Global Public Affairs (GPA), three IIP program offices were merged into ECA: American Spaces, the U.S. Speaker Program, and TechCamps. The Office of American Spaces was aligned under ECA's Academic Exchanges Directorate, the Office of the U.S. Speaker Program was aligned under the Policy Directorate, and TechCamps was aligned under the Professional and Cultural Exchanges Directorate.

ECA Exchanges: Impact at Home

ECA exchange programs not only bring the world closer together, but benefit individual Americans, local American communities, and the United States economy. ECA's impact produces more informed Americans, richer cultural understanding, a more robust economy, and deeper ties between nations and peoples.



ONE IN FIVE

ECA-funded Exchange
Participants are **American**.

More than 335,000

**INTERNATIONAL
PARTICIPANTS**

visited the U.S. as participants of the work
and study-based **Exchange Visitor Program**.



These participants are foreign physicians,
teachers, camp counselors, au pairs.



More than

**34,000
VOLUNTEERS**

contributed **413,682 hours**
of service in 2018.



During the 2018/2019 academic year, the U.S. hosted over

ONE MILLION STUDENTS

who contributed **\$46.54 billion** to the U.S. economy,
which supported **458,000** U.S. jobs.



ECA IS FOCUSED ON:

promoting **AMERICAN VALUES** through the leaders of
tomorrow and global thought leaders.



One-third of ECA programming
is focused on cultivating relationships
with thought leaders.



65 percent of ECA programming
is focused on youth, young leaders, and
youth-related issues.

Using Data to Enhance Exchanges and Demonstrate Impact

A recent evaluation of the Alumni Engagement Innovation Fund looks at the experiences of exchange alumni who carried out public service projects funded through the AEIF competition and the communities that benefited from these projects from 2011 to 2017. Since its inception in 2011, AEIF has funded more than 400 community service projects all around the world.



97% gained professional contacts by working on AEIF projects.



90% believed that AEIF empowers alumni communities to create change.



75% reported that their AEIF project changed the focus of their career.

Before, I was full of **good intentions** and a big heart ...
Now, I know that small local projects play a big role in community **development** and that it is possible to start relevant programs for the **community** with efforts such as networking and writing grants.

↓
Team Member, Nicaragua, 2015 Award

More than
85% OF ALUMNI
enhanced their skills in:



Leadership, Networking, Event Planning, Budgeting & Finances

Today, I have a **greater awareness** of what community service and volunteering are like... My whole **career** has taken another direction in terms of involvement of humanness.

↓
Team Member, Côte d'Ivoire, 2011 Award

IMPACT OF AEIF ON LOCAL COMMUNITIES

More than 250 girls in Nepal without access to computers at home or in school gained STEM (Science, Technology, Engineering, and Math) skills by participating in an extracurricular program focusing on computer literacy and problem solving.

A 2011 project in Armenia continues to pay dividends. The team built a solar fruit dryer to demonstrate an income generating enterprise. It now produces dried fruit, herbs, and tea. Communities in other countries have adapted the original design to create their own dryers.

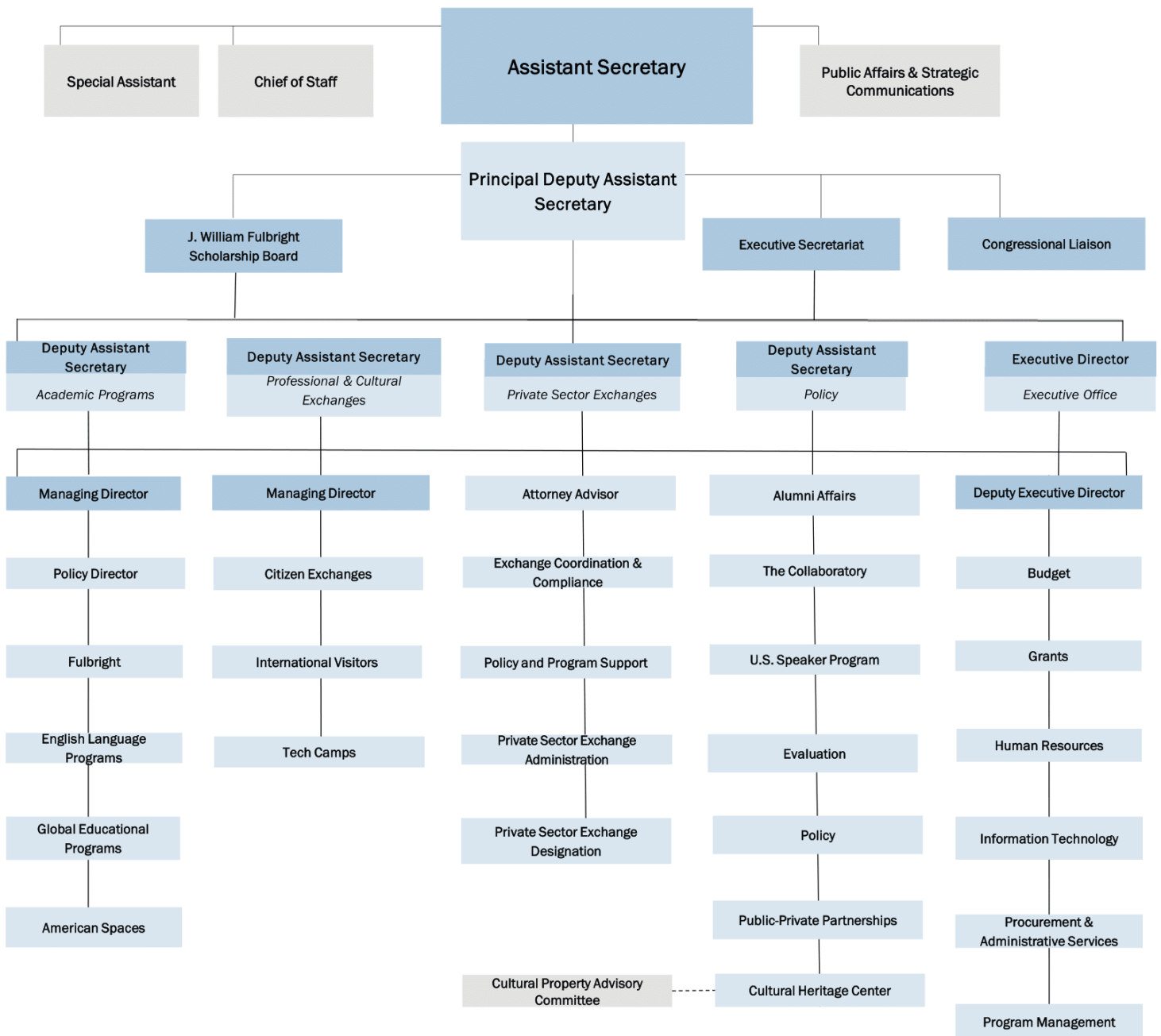
99% Agreed that their projects had a positive impact on the target populations.

84% Reported that project participants shared what they learned, multiplying impacts to others in their communities.

56% Reported that their project activities continued even after grant funding ended, creating a sustainable mechanism for change.

Read the full report here: <https://eca.state.gov/impact/evaluation-eca/evaluation-initiative/completed-evaluations>

Bureau of Educational and Cultural Affairs Organizational Chart



Effective as of October 2020

ECA BUDGET BY PROGRAM ACTIVITY

Activities (in thousands of \$)	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
Program and Performance	5,493	7,383	7,383	8,400	9,050
Academic Programs	309,451	320,126	320,126	357,836	367,835
Professional and Cultural Exchanges	197,240	214,700	214,700	221,460	223,588
Young Leaders Initiatives	19,000	28,500	28,500	31,250	34,400
Countering State Disinformation and Pressure	0	0	12,000	12,000	12,000
Civil Society Exchange Program	0	0	0	0	5,000
Total	531,184	570,709	582,709	630,946	651,873

This year, ECA chose not to provide full FY 2019 actual and FY 2020 planned budget and participation data at the individual program level. The ACPD has carried over program-level data and descriptions from previous annual reports going back to FY 2016 to highlight the scope and actual costs of ECA's 90 plus programs. The ACPD also included office- and program-level budget data for FY 2019 and FY 2020 when available from other USG sources.

Policy Unit

The Policy Unit supports ECA's efforts to link programs closely to foreign policy goals and to provide flexible and rapid response capabilities to international events and developments. It serves as the bureau's in-house think-tank, exploring strategies for using exchanges as a policy tool and providing analysis and responses to requests and inquiries from interagency partners and Congress. The unit is the primary liaison with the regional bureaus and regularly convenes policy dialogues that give ECA program offices opportunities to explore how exchanges can be made even more relevant and effective foreign policy tools. The Policy Unit coordinates responses to State Department, National Security Council, and congressional questions requiring input from all ECA program offices.

PROGRAM AND PERFORMANCE

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$5,493*	\$7,383*	\$7,383*	\$8,400*	\$9,050*

*(in thousands of \$)

ECA's Policy Directorate takes a cross-bureau approach to ensuring program alignment with the State Department's foreign policy priorities and global engagement objectives. Its offices send American experts to speak abroad, implement public-private partnerships to encourage women's economic empowerment, monitor and evaluate program impact and effectiveness, pilot new modes and platforms of interaction with foreign participants, leverage the resources of the private sector, and sustain long-term engagement with program alumni. Also within the Policy Directorate, the Cultural Heritage Center implements U.S. policy on cultural heritage protection and preservation.

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$200,000	\$369,000	\$369,000	\$370,000	\$370,000

Collaboratory

The Office of the Collaboratory works across ECA, designing, piloting, and promoting innovative approaches to educational and cultural diplomacy. It develops new programmatic tools, cultivating best practices for the use of technology in exchanges, and linking public diplomacy practitioners with experts from other sectors. The Collaboratory promotes innovation in public diplomacy by incorporating digital elements into in-person exchanges, tracking the use of emerging technologies in ECA programs, and piloting virtual and blended exchange program models. In addition, the Collaboratory supports programs that develop new skills in media literacy, narrative diplomacy, and technology-facilitated education that are essential to the diplomatic needs of the digital age. Finally, the Collaboratory pilots multi-faceted programs that create models for reaching new audiences, involving more Americans in exchanges, and strengthening person-to-person engagement around the globe.

Evaluation Division

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$1,250*	\$1,772*	\$1,600*	\$3,000*	\$3,400*

*(in thousands of \$)

Monitoring and evaluation are key components of ECA's programming. The Evaluation Division has primary responsibility within the bureau for the assessment of program effectiveness in the advancement of U.S. foreign policy goals. The Evaluation Division supports ECA's commitment to meeting and exceeding its programmatic goals by providing the data necessary to drive evidence-based decision-making and inform resource requests. The evidence gathered enables program managers to identify and remediate real-time challenges, measure programming efforts against U.S. foreign policy goals, and provide greater program accountability and transparency. More information about the work of the Evaluation Division can be found in the "Monitoring and Evaluation Initiative" Spotlight feature elsewhere in this chapter.

Office of Alumni Affairs

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$4,040*	\$5,242*	\$5,242*	\$5,030*	\$5,230*

*(in thousands of \$)

The Office of Alumni Affairs (OAA) seeks to maximize the return on investment in people-to-people connections by turning individual exchanges into enduring relationships. The OAA leads strategic alumni engagement with U.S. and foreign exchange alumni by providing regional bureaus and U.S. embassies with tools and resources that include policy guidance, project funding, regional seminars, professional development workshops, virtual mentorship, and knowledge management. The office also engages directly with alumni and global alumni associations to strengthen networks and support projects – both in person and on virtual platforms – that build on the experience gained by participants during their exchange programs. In FY2020, the OAA pivoted to virtual engagements during the COVID-19 pandemic, adjusting its alumni programming to help meet the needs of alumni at a uniquely challenging moment. The OAA launched the Alumni Rapid Response Fund to support alumni projects to address current and post-recovery COVID-19 needs.

Over the past 16 years, the office has supported more than 2,000 alumni-led initiatives promoting shared goals with the United States, such as business development and economic opportunity, girls' education, conflict resolution, and outreach to underserved communities. The Alumni Thematic International Exchange Seminars (Alumni TIES) model enables ECA to convene alumni in as little as three months around key foreign policy issues. Recent Alumni TIES events focused on building stronger American cities, strengthening business and trade for women entrepreneurs, helping women in media strengthen networks for change, using art and culture to transform conflict, and expanding media literacy education.

These efforts are mirrored by the OAA's outreach to U.S. citizen alumni. Since 2016, the office has scaled up engagement with American alumni, a group of over 400,000 with links to most

U.S. states. This interaction has included Career Connections seminars that provide U.S. alumni professional development training and resources, connect them with mentors, and provide tangible skills for translating international exchange experiences to the professional job market in a wide range of career fields.

OAA's digital platform continues to engage alumni with programs such as MentorTalks, a live, virtual program where accomplished leaders (many of whom are also alumni) discuss their experiences and share professional tradecraft on a monthly basis. OAA's #ExchangeAlumni page on LinkedIn is an increasingly popular place for exchange alumni to network, and OAA's International Exchange Alumni (IEA) website continues to evolve to better serve the alumni community with virtual resources and programs.

Prominent Alumni Accomplishments

Government and Politics

- 28 current foreign ambassadors to the United States are alumni of a U.S. government exchange program.
- 30 alumni currently sit on their respective countries' Supreme Court.
- More than 1,900 alumni have served as a cabinet minister for their national government.

Sciences and Humanities

- 85 alumni are Nobel laureates. The most recent alumni laureates include Kip Thorne (physics) and Michael Rosbash (physiology/medicine).
- More than 119 alumni have won Pulitzer Prizes. In 2020, winners included Emily Green (Audio Reporting) and Gregory Grandin (General Nonfiction).

Sports

- 94 alumni from the United States and abroad have competed in the Olympic and Paralympic Games. In the most recent Olympics, PyeongChang 2018, ECA alumnae Hilary Knight and Chloe Kim won gold medals for Team USA, while Josh George and Oksana Masters won gold medals in the Paralympics.

Civil Society

- 47 alumni have been awarded the U.S. Presidential Medal of Freedom.
- 11 alumni have won the Nobel Peace Prize, including former President of Colombia Juan Manuel Santos (2016) and former Secretary of State Henry Kissinger (1973).

Young Leaders

- 50 alumni have been recognized as Forbes "30 Under 30" awardees, in fields as diverse as education and enterprise technology.

Cultural Heritage Center

ECA supports the protection and preservation of cultural heritage worldwide. The Cultural Heritage Center provides expertise on cultural heritage policy and serves as the secretariat for the interagency Cultural Heritage Coordinating Committee (CHCC), a forum where ideas and programs incubated in individual agencies and CHCC working groups are shared with all relevant parties. The Center also oversees and supports the Cultural Property Advisory Committee (CPAC) and the State

Department's decision-making functions concerning cultural property agreements. A presidentially-appointed federal advisory committee, the CPAC reviews and provides input on bilateral cultural property agreements.

Ongoing programs to protect and preserve cultural heritage worldwide include the U.S. Ambassadors Fund for Cultural Preservation (AFCP) and the CHC-led interagency Cultural Antiquities Task Force (CATF). The protection and preservation of cultural heritage enable the State Department to promote stability, economic development, and good governance in partner countries while preventing the illicit trade of cultural artifacts, some of which finances terrorist organizations and other criminal networks.

Cultural Property Advisory Committee (1983)

FY 2016	FY 2017	FY 2018
\$590,038	\$692,015	\$535,527

Cultural property agreements with other countries help to prevent illicit excavation and trade in cultural objects. For a concerned country, it is unlawful to excavate, remove, or to export cultural objects without a permit. For the United States, once an agreement is in place, importing those objects of designated material is prohibited except under special circumstances. Such agreements seek to protect cultural heritage by reducing the incentive for further pillage of archaeological and ethnological material. The Cultural Property Advisory Committee (CPAC) advises the President on appropriate U.S. action in response to requests from foreign governments for such agreements.

In addition to administering the CPAC, the Cultural Heritage Center coordinates other U.S. government activities related to the Convention on Cultural Property Implementation Act (1983) and the 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export, and Transfer of Ownership of Cultural Property.

U.S. Ambassadors Fund for Cultural Preservation (2001)

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$5,750*	\$6,250*	\$6,250*	\$6,250*	\$6,250*

*(in thousands of \$)

The U.S. Ambassadors Fund for Cultural Preservation (AFCP) awards grants through U.S. embassies for the preservation of the cultural heritage of developing countries. Such support contributes to post-disaster and post-conflict recovery and stabilization. It satisfies U.S. treaty and other obligations and creates opportunities for economic development. In strife-ridden states, heritage preservation efforts counter extremist interpretations of U.S. interests and demonstrate American values in action. Funding for the AFCP comes from the Diplomatic Programs Public Diplomacy account (.7 funds).

Cultural Antiquities Task Force (2004)

FY 2016	FY 2017	FY 2018
\$1 million	\$1 million	\$1 million

The Cultural Heritage Center leads the Cultural Antiquities Task Force (CATF). Established by the U.S. Congress in 2004 and incorporated into the CHCC in 2016, the CATF is composed of federal agencies that share a common mission to combat trafficking in antiquities in the United States and abroad. The CATF coordinates law enforcement efforts, provides training, and supports local governments, museums, and preservationists around the world in the protection of cultural property. Since its creation, the CATF has supported more than 75 international and domestic cultural-property training programs. Funding for the CATF comes from the Diplomatic Programs Public Diplomacy account (.7 funds).

Academy for Women Entrepreneurs

	FY 2019*	FY 2020 Planned*
Budget	\$1 million	\$1.5 million
# of Proj/Partic	2000 participants	4000 participants
Cost per	N/A	N/A

*Figures provided in 2019

ECA created the Academy for Women Entrepreneurs (AWE) in early 2019 to support the White House-led Women's Global Development and Prosperity (W-GDP) initiative, which is designed to empower women to fulfill their economic potential and, in doing so, create conditions for increased stability, security, and prosperity for all. In its inaugural year, AWE engaged more than 2,000 women in 26 countries in a facilitated learning experience that supported their efforts to turn ideas into successful businesses. The program provides women with fundamental business skills, including how to create business plans and raise capital, supplemented with localized content, mentoring, and networking opportunities that further expands the arc of engagement in support of high-potential women entrepreneurs. AWE is part of ECA's Public-Private Partnership Unit (P3), which develops and engages in strategic public-private collaboration that leverages the expertise, networks, and resources of the Department of State with those of the private sector, non-profits, and academic institutions worldwide.

U.S. Speaker Program Office

With the FY 2019 consolidation of the bureaus of International Information Programs (IIP) and Public Affairs into the Bureau of Global Public Affairs (GPA), the Office of the U.S. Speaker Program was aligned under ECA's Policy Directorate. The U.S. Speaker Program recruits American experts to engage international audiences on topics of strategic importance to the United States. Programs are conducted in-person and through virtual engagement platforms.

The office conducts approximately 600 programs annually worldwide, collaborating with U.S. embassies and consulates around the world to develop and implement customized programs. Washington-based program officers identify and recruit prominent U.S. citizen experts; tailor programs to meet specific needs of international audiences through workshops, lectures, seminars, and consultations; utilize innovative technologies to amplify messaging; and foster long-term relationships between U.S. speakers and overseas audiences in order to sustain dialogue on key themes and issues.

In FY 2019, the majority of U.S. Speaker programs focused on economic prosperity; entrepreneurship and innovation; global security with a focus on cybersecurity and energy; strengthening civil society; press freedom; and STEAM (science, technology, engineering, arts, and mathematics) educational diplomacy. In addition to these topics, U.S. Speaker programs addressed countering state-sponsored disinformation initiatives and the Indo-Pacific strategy. With the 2019 transition of the Office of the U.S. Speaker program to ECA, U.S. Speakers are now dispatched as part of a broader ECA strategy to engage key foreign interlocutors to advance the national interests of the United States on topics such as countering malign influence, economic prosperity, and Iran.

The addition of the U.S. Speaker Program to the ECA Alumni database has also allowed speakers to build and strengthen their professional networks. The office staff continues to collaborate with other ECA equities such as the Office of the International Visitor Program, American Spaces, and the Professional Fellows Program, resulting in more coordinated, policy-focused public diplomacy programming in areas such as countering extremism, media literacy, and STEAM education. For example, a four-part virtual series on countering extremism with Trinidad and Tobago, the highest per capita recruitment center for foreign terrorists in the Western Hemisphere, allowed speakers to create a support network to implement training designed to thwart extremist recruitment.

ACADEMIC PROGRAMS

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$309,451*	\$320,126*	\$320,126*	\$357,836*	\$367,835*

*(in thousands of \$)

Fulbright Program

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$185.6 million	\$240 million	\$240 million	\$271.5 million	\$272 million
# of Proj/ Partic	8,293	8,622	8,529	--	--
Cost per	\$22,380	\$21,526	\$21,761	--	--

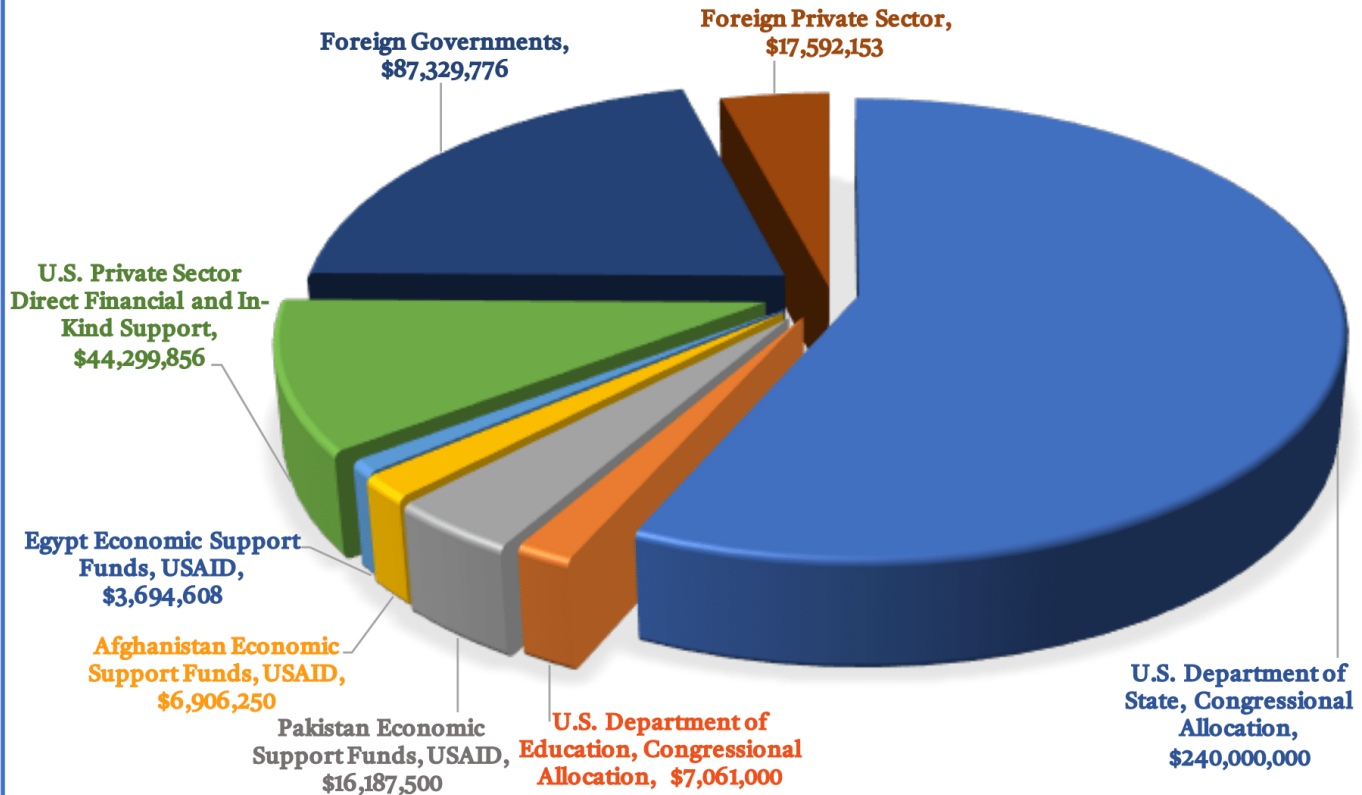
Academic exchange programs enable scientists, businesses, governments, and others to work together with peers to address global challenges. These exchanges create strong and stable civil societies that embody core values like free expression, democratic governance, and the rule of law. As the U.S. government's flagship academic exchange program, the Fulbright Program does all of this, leveraging U.S. leadership in higher education to build relationships and foster networks that strengthen the economy at home and bolster security abroad.

Established in 1946, the Fulbright program's components provide opportunities for Americans and citizens of more than 155 countries – who are chosen for their academic achievement and leadership potential – to study, teach, or conduct research abroad and develop ties that build understanding between the peoples of the United States and the participating countries. The Fulbright Program core elements include the Fulbright U.S. and Foreign Student Programs (including Fulbright English Teaching Assistants and Fulbright Foreign Language Teaching Assistants), the Fulbright U.S. and Visiting Scholar Programs (including short-term U.S. Specialists), the Humphrey Fellowship Program for mid-career professionals, and Fulbright Teacher Exchanges.

Participating governments and host institutions, corporations, and foundations in foreign countries and in the United States provide direct and indirect support for the Fulbright Program. Over 100 partner countries collectively contribute nearly \$100 million in funding each year. Fulbright alumni have gone on to achieve distinction in government, science, the arts, business, philanthropy, journalism, education, and many other fields. Fulbright alumni include 60 Nobel Prize recipients, 75 MacArthur Foundation Fellows, 88 Pulitzer Prize winners, and 37 current or former heads of state or government.

FULBRIGHT BY THE NUMBERS

FY17 Funding



Total Fulbright Funding in Fiscal Year 2017 \$423,071,143

Fulbright Visiting Scholar and Foreign Student Programs

Fulbright Foreign Student Program (1946)

	FY 2016	FY 2017	FY 2018
Budget	\$70 million	\$71.4 million	\$71.4 million
# of Proj/Partic	4,226	4,195	4,166
Cost per	\$16,607	\$17,020	\$17,139

The Fulbright Foreign Student Program provides scholarships to foreign graduate students, young professionals, and artists to study or conduct research in all academic fields in the United States for one year or more. Participants are chosen through a competitive merit-based selection process. Program Length: One year or longer (average of 10 months); Avg. Cost per Day: \$57; Female/Male Split: 52 percent/48 percent (2018).

Fulbright Foreign Language Teaching Assistant Program (1969)

	FY 2016	FY 2017	FY 2018
Budget	\$6.0 million	\$6.09 million	\$5.38 million
# of Proj/Partic	396	402	406
Cost per	\$15,152	\$15,149	\$13,251

The Fulbright Foreign Language Teaching Assistant Program, a component of the Fulbright Foreign Student Program, provides 10-month fellowships to early-career teachers of English from abroad to take courses in American Studies and English teaching in the United States while also teaching their native language to American post-secondary students. Program Length: 10 months; Avg. Cost per Day: \$44 (2018); Female/Male Split: 72 percent/28 percent (2018).

Fulbright Visiting Scholar Program (1946)

	FY 2016	FY 2017	FY 2018
Budget	\$22 million	\$22 million	\$22 million
# of Proj/Partic	978	1,063	974
Cost per	\$22,495	\$20,696	\$22,587

The Fulbright Visiting Scholar Program supports foreign scholars to conduct post-doctoral research and university lecturing at U.S. institutions for an academic year or term. Program Length: 10 months; Avg. Cost per Day: \$754 (2018); Female/Male Split: 47 percent/53 percent (2018).

Fulbright Junior Faculty Development Program – Near East Asia (2012)

	FY 2016	FY 2017	FY 2018
Budget	\$1.19 million	\$990,250	\$0
# of Proj/Partic	54	32	0
Cost per	\$29,750	\$28,292	\$0

The Fulbright Junior Faculty Development Program (JFDP) in the Middle East and North Africa was launched after the success of the Fulbright Visiting Scholar Program for Iraq, and brings young scholars in priority fields to U.S. institutions for an intensive 10-week program focused on faculty development, individualized mentorship, research, and cultural engagement activities. Part of the Fulbright Visiting Scholar Program, the JFDP builds capacity in universities in the Middle East and North Africa region while developing linkages with U.S. institutions, expanding the scholars' knowledge of U.S. higher education and culture, and advancing their professional skills. ECA determines which countries will participate each year based on availability of funds, strategic priorities in the region, security issues on the ground, and capacity at posts. Program funds were not expended in FY 2018 in order to realign the budget with the program year. Program Length: 10 weeks; Avg. Cost per Day: \$442; Female/Male Split: 71 percent/29 percent (2017).

Fulbright Visiting Scholar Program for Iraq (2010)

	FY 2016	FY 2017	FY 2018
Budget	\$1.0 million	\$1.1 million	\$1.1 million
# of Proj/Partic	24	23	25
Cost per	\$41,667	\$47,826	\$44,000

The Fulbright Visiting Scholar Program for Iraq, implemented in conjunction with the Fulbright JFDP, brings scholars in selected fields to U.S. institutions for approximately 10 weeks of faculty development, individualized mentorship, research, and cultural engagement activities. These activities build capacity in universities in Iraq while developing linkages with U.S. institutions, expanding the scholars' knowledge of U.S. higher education and culture, and advancing their professional skills. This program for Iraqi scholars is funded by U.S. Embassy Baghdad resources and administered through a grant to the Institute of International Education (IIE). Program Length: 10 weeks; Avg. Cost per Day: \$62 (2018); Female/Male Split: 17 percent/83 percent.

Hubert H. Humphrey Fellowship Program (1978)

	FY 2016	FY 2017	FY 2018
Budget	\$11.20 million	\$11.20 million	\$12.59 million
# of Proj/Partic	155	152	191
Cost per	\$72,285	\$73,684	\$65,916

The Humphrey Program, a Fulbright exchange, brings professionals from developing countries to the United States for one-year, non-degree programs on U.S. university campuses. These programs combine graduate-level academic work with leadership training and substantive professional collaboration with U.S. counterparts. The Distinguished Humphrey Leadership Program component was added in FY 2016 to support annual cohorts of 10-15 senior professionals from select countries for two to three weeks that include executive leadership and practical mentoring in the participants' professional field of study. Program Length: 2 weeks to 11 months; Avg. Cost per Day: \$255 (2018); Female/Male Split: 52 percent/48 percent.

Fulbright Teacher Exchanges (1946)

	FY 2016	FY 2017	FY 2018
Budget	\$10.60 million	\$10.60 million	\$11.90 million
# of Proj/Partic	391	367	447
Cost per	\$27,110	\$28,883	\$26,611

Fulbright Teacher Exchanges provide professional development for primary and secondary (K–12) teachers to enhance their teaching ability, improve education systems, and advance the educational outcomes of their students. The program prioritizes the participation of teachers, both in the United States and abroad, who reach underserved students in urban and rural communities, minority students, students in career and technical education programs, and students with disabilities. Program Length: 2 weeks to 1 academic year; Avg. Cost per Day: \$366 (2018); Female/Male Split: 62 percent/38 percent (2017).

Fulbright U.S. Scholar and Student Program

Fulbright U.S. Scholar Program (1946)

	FY 2016	FY 2017	FY 2018
Budget	\$31 million	\$31 million	\$31 million
# of Proj/Partic	810	855	851
Cost per	\$38,272	\$36,257	\$36,428

The Fulbright U.S. Scholar Program awards scholarships to U.S. scholars at the faculty and senior researcher level and to professionals with relevant expertise to lecture and conduct research in a wide variety of academic disciplines at institutions throughout the world. This program receives some foreign funding. Program Length: Up to 12 months (average 5–6 months); Avg. Cost per Day: \$122 (2018); Female/Male Split: 45 percent/55 percent (2018).

Fulbright Arctic Initiative (2014)

	FY 2016	FY 2017	FY 2018
Budget	N/A	\$870,000	N/A
# of Proj/Partic	N/A	16	N/A
Cost per	N/A	\$54,375	N/A

The Fulbright Arctic Initiative awards grants to scholars from the United States and other Arctic Council member countries for collaborative research focused on public policy challenges facing the Arctic region. Through a series of three in-person meetings

and individual research exchange visits, Fulbright Arctic Scholars stimulate scientific collaboration on Arctic issues and produce policy-relevant recommendations. The first group began in 2015, and the second group followed in 2018. Program Length: 18 months; Avg. Cost per Day: \$99 (2017); Female/Male Split: 79 percent/19 percent (2017).

Fulbright Public Policy Fellowship (2012)

	FY 2016	FY 2017	FY 2018
Budget	\$714,000	\$705,000	\$0
# of Proj/Partic	21	20	0
Cost per	\$34,000	\$35,250	\$0

The Fulbright Public Policy Fellowship, formerly a component of the Fulbright U.S. Student Program, became a component of U.S. Scholar Program in fall 2019. The fellowship sends American early- to mid-career professionals with relevant public policy experience and advanced degrees to serve as special assistants to leaders in host-government ministries and institutions. U.S. embassies negotiate placements in support of host-country public policy initiatives aligned with U.S. foreign policy goals. Fellows also complete an independent academic research project. Program Length: 10 months (FY 2013–2017); 4–9 months (FY 2019); Avg. Cost per Day: \$118 (2017); Female/Male Split: 60 percent/40 percent (2017).

Fulbright Specialist Program (2001)

	FY 2016	FY 2017	FY 2018
Budget	\$2.50 million	\$3.27 million	\$4.74 million
# of Proj/Partic	390	495	425
Cost per	\$6,410	\$6,606	\$7,570

The Fulbright Specialist Program, a component of the Fulbright U.S. Scholar Program, awards two- to six-week grants to American scholars and professionals to carry out collaborative projects based on requests from host institutions. Projects focus on education, with the goal of sharing research, building capacity, and promoting linkages between the specialist's U.S. and host institutions. The program receives some foreign funding in the form of host institution cost sharing equal to approximately 25 percent of overall program expenses. Program Length: 2–6 weeks; Avg. Cost per Day: \$263 (2018); Female/Male Split: 42 percent/58 percent.

Fulbright U.S. Student Program (1946)

	FY 2016	FY 2017	FY 2018
Budget	\$49 million	\$49.50 million	\$49.50 million
# of Proj/Partic	1,889	2,014	2,077
Cost per	\$25,940	\$24,578	\$23,832

The Fulbright U.S. Student Program provides fellowships to U.S. graduating college seniors, graduate students, artists, and early-career professionals selected through open, merit-based competition for study and research abroad. Program Length: 10 months; Avg. Cost per Day: \$79 (2018); Female/Male Split: 71 percent/29 percent (2018).

Fulbright English Teaching Assistant Program (1949)

	FY 2016	FY 2017	FY 2018
Budget	\$22.50 million	\$23.50 million	\$24.50 million
# of Proj/Partic	1,048	1,175	1,245
Cost per	\$21,469	\$19,567	\$18,876

The Fulbright English Teaching Assistant Program, a component of the U.S. Student Program, places recent U.S. college graduates as English language teaching assistants in schools or universities overseas. In addition to improving foreign students' English language abilities and knowledge of the United States, the English language teaching assistants increase their own language skills and knowledge of the host country. Program Length: 9 months; Avg. Cost per Day: \$70 (2018); Female/Male Split: 75 percent/25 percent (2018).

Fulbright-National Geographic Digital Storytelling Fellowship (2014)

	FY 2016	FY 2017	FY 2018
Budget	\$150,000	\$160,392	\$200,000
# of Proj/Partic	5	5	5
Cost per	\$30,000	\$32,078	\$40,000

The Fulbright-National Geographic Digital Storytelling Fellowship, a component of the U.S. Student Program, provides opportunities for U.S. citizens to participate in storytelling in up to three host countries. Using a variety of digital storytelling tools, fellows publish their work on a National Geographic blog with the support of National Geographic's editorial team. National Geographic provides funding for the pre-departure orientation and in-kind contributions of staff time and mentorship. Program Length: 9

months; Avg. Cost per Day: \$148 (2018); Female/Male Split: 80 percent/20 percent.

J. William Fulbright Foreign Scholarship Board

Appointed by the President of the United States, the 12-member J. William Fulbright Foreign Scholarship Board was established by Congress to supervise the global Fulbright Program as authorized by the Fulbright-Hays Act of 1961. Board members approve students, scholars, teachers, and others from the United States and abroad to participate in Fulbright exchanges. The Board meets quarterly to establish policies for Fulbright selection and operating procedures.

Global and Special Academic Exchanges

ECA engages in the oversight, management and support of a wide range of international academic exchange programs, research centers, and university grants aimed at fostering mutual understanding and building strong relationships and networks that sustain global security and prosperity. Promoting U.S. and international student mobility supports America's economic competitiveness and national security interests, while contributing to solving the global challenges we face.

American Overseas Research Centers (1981)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$4 million	\$4 million	\$4.25 million	\$4.25 million	\$4.25 million
# of Proj/Partic	149	168	171	--	--
Cost per	N/A	N/A	N/A	--	--

Through the Council of American Overseas Research Centers, ECA provides funding to support 22 centers focused on studies related to Afghanistan, Bangladesh, Burma, Cambodia, Cyprus, Egypt, India, Indonesia, Iran (based in the United States), Iraq (based in Jordan), Israel, Jordan, Mexico, Maghreb countries (Algeria, Morocco, Tunisia), Mongolia, Pakistan, Palestinian Territories, Senegal, South Caucasus countries (Armenia, Azerbaijan, Georgia), Sri Lanka, Turkey, and Yemen. The program allows U.S. scholars to gain experience and expertise in the study and cultures of the relevant countries. While ECA does not administer the program, it does disburse the program's annual congressional appropriation, which supports the centers as well as scholars.

Center for Cultural and Technical Interchange (East-West Center) (1960)

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$16.7 million	\$16.7 million	\$16.7 million	\$16.7 million	\$16.7 million

The East-West Center is an internationally recognized education and research organization established by the U.S. Congress to strengthen understanding and relations between the United States and the countries of the Asia-Pacific region. Located in Honolulu, Hawaii, the center carries out its mission through programs of cooperative study, training, and research. While ECA does not have oversight of the center, it does disburse the center's annual congressional appropriation.

Fulbright University Vietnam (2016)

FY 2016	FY 2017	FY 2018	FY 2019
\$6.69 million	\$8.40 million	\$8.11 million	\$5 million

Fulbright University Vietnam (FUV) is the first independent, not-for-profit academic institution in Vietnam. The nonprofit Trust for University Innovation in Vietnam (TUIV), which coordinates the university's development, receives grants funded by ECA and the Treasury Department's Vietnam Debt Repayment Fund. The U.S. Agency for International Development (USAID) also provides funding directly to FUV. The university embodies American higher education values, including academic freedom, autonomy, meritocracy, and transparency.

Global Undergraduate Exchange Program (1992)

	FY 2016	FY 2017	FY 2018
Budget	\$5.60 million	\$5.60 million	\$5.60 million
# of Proj/Partic	250	250	245
Cost per	\$22,400	\$22,400	\$22,857

The Global Undergraduate Exchange Program (informally called "Global UGRAD") offers scholarships for a semester of non-degree study in the United States to undergraduate student leaders from underrepresented sectors of selected countries in all geographic regions. The program also includes community service and professional development activities. Program Length: 4-9 months; Cost per Day: \$148 (2018); Female/Male Split: 63 percent/37 percent.

Global Undergraduate Exchange Program Pakistan (2010)

	FY 2016	FY 2017	FY 2018
Budget	\$5.60 million	\$6.76 million	\$5.61 million
# of Proj/Partic	219	270	196
Cost per	\$25,571	\$25,037	\$28,622

The Global Undergraduate Exchange Program with Pakistan (Global UGRAD-Pakistan) offers one-semester, non-degree scholarships for study in the United States to outstanding undergraduate student leaders from underrepresented socioeconomic and geographic sectors in Pakistan. The program provides participants with leadership and professional development training and opportunities that include community service and other enrichment activities designed to help them understand the United States and U.S. citizens inside and outside the classroom. Program Length: 5 months; Avg. Cost per Day: \$164 (2018); Female/Male Split: 61 percent/39 percent.

International Center for Middle Eastern-Western Dialogue (Hollings Center) (2005)

FY 2016	FY 2017	FY 2018
\$775,007	\$774,683	\$775,000

A non-profit, non-governmental organization (NGO) established by the Congress, the Hollings Center fosters 1) dialogue between the United States and countries with predominantly Muslim populations in the Middle East, Africa, and South and Central Asia; 2) the exchange of ideas; and 3) collaborative projects involving citizens of the United States and Muslim-majority countries. Located in Istanbul, Turkey, the center has an office in Washington, D.C. and hosts activities in both cities as well as in other locations. It also manages a small grants competition for program participants. While ECA does not have oversight of the center, it is the fiduciary agent for a Congressionally established trust fund whose interest earnings support the center's operations.

National Clearinghouse on Disability and Exchange (1995)

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$450,000	\$450,000	\$475,000	\$475,000	\$475,000

The National Clearinghouse on Disability and Exchange provides information for people with disabilities regarding international exchange opportunities available to them. This multifunctional clearinghouse also offers technical assistance to international exchange organizations, colleges and universities, and other organizations to increase participation of people with disabilities in their exchange programs and to improve their exchange program experiences. The grant for the clearinghouse's activities and operations is institutional and therefore cannot be attributed to specific participants.

Study of the U.S. Institutes for Student Leaders and Scholars (1985 Scholar; 2003 Student)

	FY 2016	FY 2017	FY 2018
Budget	\$8.60 million	\$8.51 million	\$9.29 million
# of Proj/Partic	621	538	582
Cost per	\$13,849	\$15,818	\$15,966

The Study of the U.S. Institutes (SUSIs) for Student Leaders and Scholars bring together undergraduate students, foreign university faculty, and educators from multiple world regions to participate in five- to six-week academic seminars at U.S. universities focusing on topics in U.S. studies. The SUSIs for Student Leaders include community service and leadership development activities, while the SUSIs for Scholars aim to strengthen curricula and improve the quality of teaching about the United States in academic institutions overseas. Program Length: 5-6 weeks; Avg. cost per day: \$411 (2018); Female/Male Split: 58 percent/42 percent.

Tibetan Scholarship Program (1988)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$800,000	\$650,000	\$650,000	\$675,000	\$650,000
# of Proj/Partic	17	17	17	--	--
Cost per	\$47,059	\$38,235	\$38,235	--	--

The Tibetan Scholarship Program (TSP) provides scholarships for students from the Tibetan refugee communities in India and Nepal to pursue graduate degrees at U.S. institutions in fields that will contribute to those communities. Program Length: 2 years; Avg. Cost per Day: \$52 (2018); Female/Male Split: 70 percent/30 percent.

Tunisia Undergraduate Exchange Program (2013)

	FY 2016	FY 2017	FY 2018
Budget	\$2.67 million	\$0	\$0
# of Proj/Partic	65	0	0
Cost per	\$41,115	\$0	\$0

The Thomas Jefferson Scholarship Program's Tunisia Undergraduate Scholarship Program funds one academic year of non-degree, undergraduate study at an accredited four-year institution in the United States for outstanding students from underrepresented sectors and parts of Tunisia. The program provides participants with a deeper understanding of American culture, as well as globally applicable skills and expertise to help them contribute to the economic growth and development of their country. Program Length: Academic year (9 months); Avg. Cost per Day: \$154 (2018); Female/Male Split: 69 percent/31 percent.

Tunisia Community College Scholarship Program (2013)

	FY 2016	FY 2017	FY 2018
Budget	N/A	\$2.67 million	N/A
# of Proj/Partic	N/A	60	N/A
Cost per	N/A	\$44,542	N/A

Under the umbrella of the Thomas Jefferson Scholarship Program, the Tunisia Community College Scholarship Program offers one-year scholarships for technical school students from Tunisia to pursue non-degree study at U.S. community colleges in fields directly related to future growth sectors of Tunisia's economy, such as applied engineering, business management and administration, information technology, and tourism and hospitality. Program Length: Academic year; Avg. Cost per Day: \$167 (2018); Female/Male Split: 51/49 percent.

U.S. South Pacific Scholarship Program (1994)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$350,000	\$350,000	\$375,000	\$375,000	\$375,000
# of Proj/Partic	3	3	3	--	--
Cost per	\$116,667	\$116,667	\$125,000	--	--

The U.S.-South Pacific Scholarship Program supports merit-based scholarships to students from sovereign island nations of the South Pacific for U.S. degree study in fields related to

development of the region. Program Length: 2–5 years; Avg. Cost per Day: \$91 (2018); Female/Male Split: 58 percent/42 percent.

U.S.-Timor-Leste Scholarship Program (1999)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$350,000	\$350,000	\$375,000	\$375,000	\$375,000
# of Proj/Partic	3	3	3	--	--
Cost per	\$116,667	\$116,667	\$125,000	--	--

The U.S.-Timor-Leste Scholarship Program supports merit-based scholarships for students from Timor-Leste to study in the United States. Students participate in intensive English-language training and degree study in fields relevant to Timor-Leste's development. Program Length: 4-5 years; Avg. Cost per Day: \$71 (2018); Female/Male Split: 54 percent/46 percent.

Global Educational Programs

FY 2016	FY 2017	FY 2018
\$64.61 million	\$64.80 million	\$64.80 million

Promoting U.S. and international student mobility supports America's economic competitiveness and national security interests, while contributing to solving global challenges. U.S. study abroad programs aim to increase and diversify U.S. participation in study abroad and build Americans' international capacities. The Benjamin A. Gilman International Scholarship Program supports economically disadvantaged American undergraduates for summer, semester, or yearlong study abroad. The Critical Language Scholarship Program helps develop a pipeline of American talent in foreign languages critical to America's economic competitiveness and national security.

A global network of more than 435 advising centers in more than 180 countries around the world, EducationUSA provides accurate information about U.S. higher education, promotes the value of a U.S. higher education, and advocates on behalf of all accredited U.S. colleges and universities. In the face of strong and growing international competition to attract millions of globally mobile students, EducationUSA helps position the United States to remain the top provider of higher education and provides a reliable and affordable means for U.S. colleges and universities to enhance their international recruitment.

Benjamin A. Gilman International Scholarship Program (2001)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$12.20 million	\$14.09 million	\$12.85 million	\$16 million	\$16 million
# of Proj/Partic	2,855	3,200	3,075	--	--
Cost per	\$4,273	\$4,403	\$4,179	--	--

The Benjamin A. Gilman International Scholarship Program supports economically disadvantaged American undergraduates for summer, semester, or yearlong study abroad. Through the program, participants from more than 1,300 colleges and universities across all 50 states, the District of Columbia, and Puerto Rico have studied in 140 countries around the world. Program Length: Varies (from 2 weeks to 1 academic year); Cost per Day: \$35 (2018) Female/Male Split: 71 percent/29 percent.

Community College Administrator Program (2013)

	FY 2016	FY 2017	FY 2018
Budget	\$1.28 million	\$2.45 million	\$820,000
# of Proj/Partic	62	120	40
Cost per	\$20,645	\$20,417	\$20,500

The Community College Administrator Program provides professional development opportunities in higher education planning, administration, and workforce development to foreign government officials and senior administrators at technical, vocational, and community colleges through a short-term exchange program to the United States. The program began as a pilot initiative to share the innovative practices of U.S. community colleges with Indonesian officials, teachers, and administrators. Program Length: 6 weeks; Avg. Cost per Day: \$499 (FY 2017); Female/Male Split: 23 percent/77 percent (FY 2017).

Community College Initiative Program (2007)

	FY 2016	FY 2017	FY 2018
Budget	\$5.20 million	\$4.96 million	\$5.38 million
# of Proj/Partic	202	125	135
Cost per	\$25,743	\$39,680	\$39,815

The Community College Initiative Program provides foreign participants from underserved regions and underrepresented groups with a one-year, non-degree academic program at a U.S. community college. The program is intended to build participants' technical skills in applied fields, enhance leadership capabilities, and strengthen English-language proficiency. The program also provides opportunities for professional internships, service learning, and community engagement activities. Program Length: 1 academic year; Avg. Cost per Day: \$149 (2018); Female/Male Split: 46 percent/54 percent.

Critical Language Scholarship Program (2006)

	FY 2016	FY 2017	FY 2018
Budget	\$9.0 million	\$9.0 million	\$9.0 million
# of Proj/Partic	559	555	572
Cost per	\$16,100	\$16,216	\$15,734

The Critical Language Scholarship Program enables U.S. undergraduate and graduate students to increase their language fluency and cultural competency in one of 14 languages identified as critical to U.S. national security and economic prosperity. Target languages include Arabic, Azerbaijani, Bangla, Chinese, Hindi, Indonesian, Japanese, Korean, Persian, Punjabi, Russian, Swahili, Turkish, and Urdu in countries where these languages are widely spoken. Beginning in FY 2019, the program added Portuguese as a 15th language. The eight- to 10-week intensive summer institutes are part of a broad U.S. government interagency effort to expand the number of Americans who speak these critical languages. Program Length: 8-10 weeks Avg. Cost per Day: \$249 (2018) Female/Male Split: 61 percent/39 percent.

EducationUSA (1998)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$12.54 million	\$13.51 million	\$13.51 million	\$13.93 million	\$13.51 million
# of Proj/Partic	3.99 million	2.84 million	2.74 million	--	--
Cost per	\$3	\$5	\$5	--	--

EducationUSA advisers promote U.S. higher education and provide international students and scholars with accurate, comprehensive, and current information about academic study options in the United States, application procedures, testing requirements, student visas, and financial aid, while also advocating for the full range of accredited higher education institutions in the United States. Additionally, EducationUSA staff members work with U.S. higher education professionals to promote international student recruitment and study in the United States. ECA Program Officers and Regional Educational Advising Coordinators support EducationUSA adviser training.

ECA's EducationUSA program branch also administers the grant for Open Doors, an annual census of international students and scholars in the United States and of U.S. students studying abroad. In select countries, ECA manages the Opportunity Funds program through the EducationUSA advising network to assist highly qualified, economically disadvantaged students with the up-front costs of applying to and enrolling in U.S. colleges and universities.

Study Abroad Capacity Building (2008)

FY 2016	FY 2017	FY 2018
\$950,000	\$650,000	\$2.0 million

The Study Abroad Capacity Building Initiative provides support to U.S. colleges and universities to create, expand, and diversify their study abroad programs. It also enables U.S. embassies and Fulbright Commissions overseas to improve their capacity to host American students and engage Americans who are on study abroad programs. Projects under this initiative have included:

- The Capacity Building Program for U.S. Study Abroad, which seeks to increase the capacity of U.S. higher education institutions to create, expand, and diversify study abroad programs through small grants and in-person and virtual study abroad capacity building activities;
- Study Abroad Engagement Grants, which provide funding to U.S. embassies and Fulbright Commissions to expand the capacity of overseas higher education institutions and partners to provide academic programs for U.S. students, as well as to engage Americans on study abroad programs; and
- An online course focused on building study abroad capacity at American colleges and universities, including forging international partnerships.

English Language Programs

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$42.11 million	\$43.73 million	\$43.48 million	\$43.76 million	\$45.20 million

English language programs enhance the ability of foreign publics to better understand the United States, its people, its values, and its foreign policy without filters, especially in restrictive environments. As the language of science, technology, business, and the internet, English advances educational and economic opportunity and opens avenues for deeper engagement with the United States. English is essential for study in the United States, and creates a larger and more diverse pool of candidates for U.S. government-funded exchange programs.

Programs for teachers and learners improve English proficiency among foreign audiences and strengthen English teaching capacity around the world. ECA designs and manages English language programs and resources based on strategic priorities, tailored to global, regional, and local needs. The largest of these programs include the English Access Microscholarship Program, which provides scholarships for over 15,000 high school students each fiscal year, and the English Language Fellow and Specialist Program, which sends hundreds of American English teaching professionals overseas each year. These programs are implemented by Regional English Language Officers (Foreign Service Specialists) based at 25 U.S. embassies overseas who provide academic and professional expertise to host country Ministries of Education and academic institutions.

ECA develops English language teaching and learning resources for use worldwide, including the American English website and Facebook pages and a peer-reviewed academic journal. The Online Professional English Network, an online suite of openly licensed professional development tools on a variety of digital platforms, provides virtual learning opportunities to unlimited numbers of teachers and learners.

The American English E-Teacher Scholarship Program (2004)

	FY 2016	FY 2017	FY 2018
Budget	\$3.00 million	\$2.50 million	\$4.25 million
# of Proj/ Partic	1,800	2,125	2,650
Cost per	\$1,167	\$1,176	\$1,132

The American English E-Teacher Program provides graduate-level online education courses for foreign English-language teachers nominated by U.S. embassies. The program improves the quality of overseas English language instruction using innovative distance learning technology. All program content, including the courses themselves, are openly licensed, making them available to an unlimited number of teachers. The program provides Regional English Language Officers the ability to request country- or region-specific courses, as well as custom-developed courses, to meet the specific needs of priority audiences. The program also offers massive open online courses (MOOCs) to an unlimited number of foreign

English language teachers. Program Length: 1 academic term; Female/Male Split: 73 percent/27 percent.

English Access Microscholarship Program (2004)

	FY 2016	FY 2017	FY 2018
Budget	\$24.85 million	\$23.01 million	\$27.71 million
# of Proj/ Partic	14,287	14,000	15,000
Cost per	\$1,657	\$1,644	\$1,600

The English Access Microscholarship Program builds the English-language skills of students, primarily ages 13-20 from disadvantaged sectors of society, through afterschool classes and intensive learning activities. Every year, the Office of English Language Programs determines country participation based on strategic priorities, in coordination with the regional bureaus, U.S. embassies, and Regional English Language Officers. Program Length: 2 years; Cost per Day: \$2 (2018); Cost per Hour of Instruction: \$4.60 (2018); Female/Male Split: 50 percent/50 percent (2018).

English Language Fellows (1969) and English Language Specialists (1980)

	FY 2016	FY 2017	FY 2018
Budget	\$10.50 million	\$13.00 million	\$15.66 million
# of Proj/ Partic	250	310	370
Cost per	\$42,000	\$41,935	\$42,297

Through the English Language Fellow program, highly qualified U.S. educators in the field of Teaching English to Speakers of Other Languages or Teaching English as a Foreign Language (TEFL) participate in 10-month fellowships at academic institutions throughout the world. The program promotes English language learning and enhances English teaching capacity abroad. In projects sponsored by U.S. embassies, fellows share their professional expertise, hone their skills, gain international experience, and learn about other cultures. Fellows also model and demonstrate up-to-date TEFL classroom practices that help foster thoughtful and responsible behavior in students and teachers of English.

Through the English Language Specialists program, U.S. academics support U.S. embassy priorities through targeted two-week to three-month projects abroad. Topics may include curriculum design and evaluation, teacher training, textbook development, or programs to support English for Specific Purposes. Program Length: 10 months (Fellows); 2 weeks to 3 months (Specialists); Avg. Cost per Day: \$236 (2018); Female/Male Split: 66 percent/34 percent (2018).

English Language Teaching Materials (1962)

FY 2016	FY 2017	FY 2018
\$15,000	\$20,000	\$10,000

English Language Teaching Materials for teachers and learners are available in multiple formats: print, video, audio, mobile app, and online, to include the American English website (americanenglish.state.gov) and social media. Many previously available print and online resources, as well as all recently developed and future resources, have been designated as open educational resources, marked “Creative Commons-BY 4.0.” This designation permits users to share the materials by copying and redistributing them in any medium or format and adapt them for any purpose by remixing, transforming, or building upon them. These materials have a global reach, with an estimated 3.5 million followers of the American English website and more than 300,000 followers of American English for Educators Facebook pages.

American Spaces

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
--	--	--	\$12 million	\$15 million

Prior to FY 2020, the American Spaces budget was part of the Bureau of International Information Programs.

American Spaces are the United States’ premier in-person public diplomacy platforms, bringing foreign policy objectives to life and strengthening bilateral relationships with emerging voices and established opinion leaders. They also provide open access to accurate information, especially within societies characterized by political oppression and censorship. As hubs for dialogue, learning, and innovation, they offer overseas visitors genuine connections – often for the first time – to Americans and their values, culture, and democratic ideals.

The Office of American Spaces’ transition to ECA in May 2019 deepened its synergy with fellow offices that support American Spaces core programs. This collaboration between the Offices of Global Educational Programs, English Language Programs, and Alumni, and between Regional Public Engagement Specialists (REPS) and Regional English Language Officers (RELOs), as well as with Regional Educational Advising Coordinators (REACs), increases the reach and impact of American Spaces programs.

In FY 2019, the network of nearly 630 American Spaces hosted over 66 million visits and provided 2.5 million programs. In FY 2019, the Office of American Spaces directed more than \$12 million to American Spaces worldwide. These funds supplement posts’ budgets to support new technology, resources, programming, staff, and design upgrades that fortify Spaces as dynamic, engaging destinations.

American Spaces are often the sole locations where local audiences can meet U.S. diplomats, speak openly, and access uncensored information. They surpass the function of mere cultural centers by providing educational and professionalization programs such as:

- Media literacy – inoculating visitors against disinformation and extremist messages;
- Science, Technology, Engineering, Arts, and Math (STEAM) – developing innovation and critical thinking skills;
- Entrepreneurship – promoting economic development and trade by developing young people’s business skills; and
- Women’s empowerment – mentoring women to create secure, prosperous communities.

By hosting joint programs, networks of American Spaces have expanded their audience reach and built cross-border alliances. For example, the American Spaces network in El Salvador has contributed to the reduction of illegal immigration by strategically engaging vulnerable youth, while programs linking Spaces in India, Bangladesh, and neighboring countries undergird the Department’s Indo-Pacific Strategy.

In Washington, the Office of American Spaces supports network development, strategic planning, policy development, modern design, technology, funding, training, and program evaluation for the American Spaces network. The American Spaces 2019-2021 Strategic Plan focuses on re-aligning reporting requirements to provide stronger indication of the impact of American Spaces on promoting U.S. foreign policy goals and a more reliable basis for evidence and effectiveness based promotion of innovation in American Spaces. The office conducted a field survey of Spaces worldwide in FY 2019, and prepared to launch the Evaluation Pilot Project, a research undertaking that will measure the effectiveness of American Spaces in advancing foreign policy goals.

Around the world, a Foreign Service Specialist Corps of REPS implements Office of American Spaces policies. With a thorough understanding of the local and regional programming environments, REPS provide guidance on the most effective use of American Spaces and how to access additional support from Washington. The Office of American Spaces also continues its program to train American Spaces staff in concepts and skills aligned with implementing U.S. policy-related programming that engages targeted local audiences.

American Spaces Total Visitors by Fiscal Year

FY 2016	FY 2017	FY 2018	FY 2019
40.41 million	58.93 million	68.36 million	66 million

PROFESSIONAL AND CULTURAL EXCHANGES

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$197,240*	\$214,700*	\$214,700*	\$221,460*	\$223,588*

*(in thousands of \$)

International Visitor Leadership Exchange Program

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$89.67 million	\$97.77 million	\$97.77 million	\$104 million	\$104 million
# of Proj/ Partic	4,466	5,866	5,304	--	--
Cost per	\$20,077	\$16,666	\$18,433	--	--

The International Visitor Leadership Program (IVLP) facilitates short-term visits to the United States for current and emerging leaders from around the world. IVLP projects allow participants to explore issues in the U.S. context, meet with their American professional counterparts, experience U.S. society, and understand American values. Interagency staff members at U.S. embassies worldwide nominate and select participants who have the potential to help advance U.S. national interests. The agility of IVLP On Demand and Rapid Response models allows missions to address rapidly changing policy priorities.

Now celebrating its 80th anniversary through the Faces of Exchange campaign, the program continues to be cited as one of the most effective tools for U.S. diplomats to identify, influence, and educate key decision makers abroad on issues related to U.S. foreign policy priorities. In the past year, the program has advanced U.S. interests through projects on energy security, intellectual property rights, malign influences, and countering trafficking in persons.

IVLP Division (1940)

	FY 2016	FY 2017	FY 2018
Budget	\$80.00 million	\$84.11 million	\$84.11 million
# of Proj/ Partic	3,390	4,394	4,247
Cost per	\$23,599	\$19,141	\$19,805

The IVLP Division conducts more than 500 exchange projects annually, hosting visitors from around the world on individual, single-country, regional, sub-regional, and multi-regional projects. Participants travel to the United States for a firsthand look at American approaches to challenges that the U.S. government has identified as important to its bilateral, regional, or global foreign policies. Generally three weeks in length, projects include travel to Washington, D.C., and two to four additional cities and small towns around the United States. During their visits, participants

meet with government officials, legislators, civil society leaders, businesspersons, educators, and everyday citizens. The IVLP Division offers U.S. missions a combination of long-range annual planning and a short-range, fully funded rapid response option. Program Length: three weeks; Avg. Cost per Day: \$943 (2018); Female/Male Split: 45 percent/55 percent.

IVLP On-Demand Division (1949)

	FY 2016	FY 2017	FY 2018
Budget	\$7.50 million	\$9.53 million	\$9.53 million
# of Proj/ Partic	1,076	1,472	1,055
Cost per	\$6,970	\$6,473	\$7,057

The IVLP On-Demand Division specializes in rapid-response IVLP projects to address emergent situations, opportunities, or foreign policy needs. U.S. embassies select participants to meet with professional counterparts in U.S. cities to examine U.S. approaches to pressing foreign policy issues and experience U.S. cultural, social, and political life. Because IVLP On-Demand projects are not tied to the annual IVLP selection process, they may be organized at any time of the year. Each project is generally limited to up to 10 participants. IVLP On-Demand projects do not fund participants' international travel, which must be covered by the participants themselves, their employers, their home governments, or other sources. Program Length: 1-10 days; Avg. Cost per Day: \$882 (2018); Female/Male Split: 44 percent/56 percent.

Citizen Exchanges

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
\$111 million	\$111.36 million	\$111.36 million	\$111.86 million	\$113.89 million

The Office of Citizen Exchanges sponsors professional, youth, cultural, and sports exchange programs to facilitate cooperation and collaboration between the people of the United States and the people of other countries throughout the world. Through grants both to individual American experts and to American nonprofit institutions, including community organizations, professional associations, and colleges and universities, the Office supports projects that promote sustained and substantive contact among American and foreign professionals, artists and performers, coaches and athletes, and youth communities.

Professional Programs

	FY 2016	FY 2017	FY 2018
Budget	\$19.37 million	\$26.68 million	\$35.80 million
# of Proj/ Partic	1,320	1,718	16,394
Cost per	\$14,671	\$15,529	\$2,183

Exchanges for professionals focus on a variety of themes of global concern – such as sustainable development, economic empowerment of marginalized groups, countering disinformation, and civic engagement – and are generally conducted through two-way exchanges designed to enhance leadership and professional skills and build lasting, sustainable partnerships between mid-level leaders from foreign countries and the United States. Foreign exchange participants visit the United States to collaborate with Americans as they work on these issues, and then their American hosts travel abroad to work with their counterparts on projects in their local communities. Activities include individually tailored professional fellowships in U.S. organizations, workshops, and leadership training, as well as site visits to organizations and institutions throughout the United States and in countries overseas.

American Center for International Labor Solidarity (1997)

	FY 2016	FY 2017	FY 2018
Budget	\$306,000	\$306,000	\$306,000
# of Proj/ Partic	24	25	30
Cost per	\$12,750	\$12,240	\$10,200

The American Center for International Labor Solidarity implements exchanges to support democratic institutions and social processes to improve social justice and to strengthen human and trade union rights worldwide. Focus areas include improving living conditions; promoting equitable, sustainable development; empowering women workers to confront and challenge global labor systems; implementing projects to prevent human trafficking; and providing services to victims of trafficking and promoting safe migration. Program Length: 10-14 days; Avg. Cost per Day: \$729 (2018); Female/Male Split: 50 percent/50 percent (2018).

American Council of Young Political Leaders (1966)

	FY 2016	FY 2017	FY 2018
Budget	\$893,133	\$893,133	\$893,133
# of Proj/ Partic	135	121	125
Cost per	\$6,616	\$7,381	\$7,145

The American Council of Young Political Leaders organizes reciprocal study tours between nine days and two weeks in length for delegations of seven to twelve American and foreign young political leaders. Participants, mid-level professionals with leadership potential in government, the private sector, or civil society with experience and current employment related to the legislative process and governance, learn about each other's political systems and institutions. Program Length: 2 weeks; Avg. Cost per Day: \$510 (2018) Female/Male Split: 44 percent/56 percent.

Community Solutions (2010)

	FY 2016	FY 2017	FY 2018
Budget	\$2.3 million	\$2.3 million	\$2.3 million
# of Proj/ Partic	100	100	80
Cost per	\$23,000	\$23,000	\$27,000

Community Solutions brings community leaders from around the world to the United States for carefully tailored four-month fellowships with American public- and private-sector organizations. The program enhances participants' professional and leadership abilities and helps them to address issues of concern at home while building ties with U.S. institutions and communities. Program Length: 4 months; Avg. Cost per Day: \$225 (2018); Female/Male Split: 51 percent/49 percent.

Fortune-U.S. Department of State Global Women's Mentoring Partnership (2006)

	FY 2016	FY 2017	FY 2018
Budget	\$250,000	\$250,000	\$300,000
# of Proj/ Partic	13	21	16
Cost per	\$19,231	\$11,905	\$18,750

The Fortune-U.S. Department of State Global Women's Mentoring Partnership supports women's economic, social, and political empowerment through leadership workshops and mentoring assignments for up to 25 emerging women leaders from around the world. U.S. executive women from Fortune magazine's "Most Powerful Women" network serve as mentors to the participants in this public-private partnership, which also offers follow-on regional alumnae workshops. Program Length: 3 weeks; Avg. Cost per Day: \$703; (2019) Female/Male Split: 100 percent/0 percent.

Institute for Representative Government (1988)

	FY 2016	FY 2017	FY 2018
Budget	\$340,511	\$340,511	\$340,511
# of Proj/ Partic	21	26	20
Cost per	\$16,262	\$13,097	\$17,025

Established in 1988 by a group of former members of Congress as an independent, bipartisan, non-profit organization, the Institute for Representative Government (IRG) provides high-level, professional exchange programs for parliamentarians from developing or newly established democracies. IRG partners with the International Republican Institute and the National Democratic Institute to bring legislators from around the world to the United States for seven to ten-day study tours that examine U.S. legislative practices at the federal and state levels. Program Length: 7–10 days; Avg. Cost per Day: \$1,703 (2018); Female/Male Split: 50 percent/50 percent.

J. Christopher Stevens Virtual Exchange (2015)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$8.46 million	\$5.0 million	\$5.0 million	\$5.0 million	\$5.0 million
# of Proj/ Partic	16,000	6,000	14,665	--	--
Cost per	\$631	\$500	\$400	--	--

As a lasting tribute to the program's namesake, the J. Christopher Stevens Virtual Exchange Initiative (Stevens Initiative) strengthens engagement between young people in the United States and those in the Middle East and North Africa. This multilateral, public-private partnership uses intensive, structured online engagement at various education levels to equip youth with the skills and abilities needed for success in the 21st century. In addition to U.S. government funding, the Bezos Family Foundation has contributed significant funding to the Stevens Initiative, and the Governments of Morocco and the United Arab Emirates have provided funds for programs in their respective countries. Private-sector partners, including Microsoft, Twitter, and Vidyo, have made in-kind contributions as well. Program receives some foreign funding. Program Length: 4 months; Avg. Cost per Day: N/A; Female/Male Split: 50 percent/50 percent.

Japan-U.S. Friendship Commission (1968)

FY 2016	FY 2017	FY 2018
\$278,220	\$278,220	\$278,220

The Japan-U.S. Friendship Commission is a binational advisory panel that elevates and strengthens the vital cultural and educational foundations of the U.S.-Japan relationship and enhances connections between American and Japanese leadership in these fields. The program receives some foreign funding.

Mike Mansfield Fellowship Program (1994)

	FY 2016	FY 2017	FY 2018
Budget	\$1.52 million	\$1.52 million	\$1.33 million
# of Proj/ Partic	10	10	9
Cost per	\$151,800	\$151,800	\$147,778

Established by Congress and administered by the Maureen and Mike Mansfield Foundation, the Mike Mansfield Fellowship Program enables up to ten U.S. federal government employees to gain substantial professional knowledge of the Government of Japan by working for one year in a Japanese agency. Program Length: 1 year; Avg. Cost per Day: \$479 (2018); Female/Male Split: 33 percent/67 percent.

National Youth Science Camp (1983)

	FY 2016	FY 2017	FY 2018
Budget	\$130,000	\$130,000	\$130,000
# of Proj/ Partic	16	16	16
Cost per	\$8,125	\$8,125	\$8,125

The National Youth Science Foundation organizes the annual National Youth Science Camp in West Virginia for high school graduates. ECA funds the participation of 16 youths, ages 16–18, from eight Western Hemisphere countries. The camp enhances participants' knowledge of, and supports their interest in, higher education studies and careers in science, technology, engineering, and mathematics fields. Participants take part in lectures, directed studies, seminars, special events, creative and performing arts, and outdoor activities. Program Length: 25 days; Avg. Cost per Day: \$325 (2018); Female/Male Split: 56 percent/44 percent.

Partners of the Americas (1964)

	FY 2016	FY 2017	FY 2018
Budget	\$367,110	\$367,110	\$367,110
# of Proj/ Partic	64	54	66
Cost per	\$5,736	\$6,798	\$5,562

Partners of the Americas implements exchanges with Western Hemisphere countries to enhance mutual understanding through personal involvement and linkages of volunteer specialists in fields such as citizen participation, judicial reform, public administration, promotion of minority and indigenous rights, journalism, environmental and historic conservation, education, economic development and trade, and visual and performing arts. Program Length: Up to 30 days; Avg. Cost per Day: \$647 (2018); Female/Male Split: 53 percent/47 percent.

Professional Fellows “On-Demand” Program (2012)

	FY 2016	FY 2017	FY 2018
Budget	\$1.0 million	\$2.5 million	\$2.0 million
# of Proj/ Partic	86	175	140
Cost per	\$11,628	\$14,286	\$14,286

The Professional Fellows “On-demand” Program provides a rapid response for urgent foreign policy priorities worldwide. Participants include mid-level emerging leaders between the ages of 25 and 40 who apply through an open, merit-based competition, or who are chosen by posts. Selection takes place in collaboration with posts, regional bureaus, ECA, and World Learning. Once approved, an on-demand exchange program can be immediately announced, and the exchange can take place within three to six months. Program Length: Up to 1 month; Avg. Cost per Day: \$655 (2018); Female/Male Split: 47 percent/53 percent.

Professional Fellows Program (2009)

	FY 2016	FY 2017	FY 2018
Budget	\$7.05 million	\$7.31 million	\$7.50 million
# of Proj/ Partic	480	546	534
Cost per	\$14,689	\$13,388	\$14,044

The Professional Fellows Program brings emerging foreign leaders to the United States for individually tailored one-month fellowships designed to broaden their professional expertise in the areas of governance and society, civic engagement, economic empowerment, and environmental sustainability. The two-way fellowship also provides American and non-U.S. participants the opportunity to examine the relationship between civil society and government both in the United States and overseas, and to observe how relevant agencies and organizations work to create engaged citizens, strengthen civil society, foster transparency and accountability, and create opportunities for economic growth and development. Program Length: 5-6 weeks; Avg. Cost per Day: \$561 (2018); Female/Male Split: 55 percent/45 percent.

Sister Cities International (1956)

FY 2016	FY 2017	FY 2018
\$400,285	\$400,285	\$400,285

ECA provides an administrative grant to support Sister Cities International’s efforts to promote closer connections between citizens of the United States and other countries through the activities of the approximately 1,300 U.S. cities affiliated with more than 2,400 sister cities in 137 countries around the world.

TechWomen (2011)

	FY 2016	FY 2017	FY 2018
Budget	\$2.80 million	\$2.80 million	\$3.08 million
# of Proj/ Partic	100	100	108
Cost per	\$28,000	\$28,000	\$28,518

TechWomen selects female participants from countries across Africa, South and Central Asia, and the Middle East to take part in a peer mentoring experience with American women at leading science and technology companies in Silicon Valley and the San Francisco Bay Area. The program develops talent in the fields of science and technology, increases the trade capacity of the participating countries, and enables women to reach their full potential in science and tech industries. Program Length: 5 weeks; Avg. Cost per Day: \$815 (2018); Female/Male Split: 100 percent/0 percent.

The Ngawang Choephel Fellows Program (2003)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$575,000	\$575,000	\$585,000	\$600,000	\$700,000
# of Proj/ Partic	42	42	42	--	--
Cost per	\$13,690	\$13,690	\$13,928	--	--

The Ngawang Choephel Fellows Program provides general support to non-governmental organizations outside of China to promote activities that preserve Tibetan cultural traditions and enhance sustainable development and environmental conservation in Tibetan communities in China. The Office of the Special Coordinator for Tibetan Issues, U.S. Embassy Beijing, and U.S. Consulate General Chengdu collaborate on the selection of program themes. Program Length: one month; Avg. Cost per Day: \$450 (2017); Female/Male Split: 50 percent/50 percent.

U.S. Congress-Republic of Korea (ROK) National Assembly Exchange Program (1981)

	FY 2016	FY 2017	FY 2018
Budget	\$156,000	\$156,000	\$156,000
# of Proj/ Partic	20	20	20
Cost per	\$7,800	\$7,800	\$7,800

The U.S. Congress-Republic of Korea (ROK) National Assembly Exchange introduces 20 university students and recent graduates from the United States and the ROK to the political process, society, and culture of the other country. The ROK National Assembly annually provides approximately \$25,000 in funding for the program. Program Length: 3 weeks; Avg. Cost per Day: \$371 (2018); Female/Male Split: 65 percent/35 percent.

Youth Programs

	FY 2016	FY 2017	FY 2018
Budget	\$66.53 million	\$70.74 million	\$78.07 million
# of Proj/ Partic	6,100	5,958	6,230
Cost per	\$10,908	\$11,873	\$12,531

Youth programs foster ties between the United States and other countries through exchanges for high school students that promote mutual understanding, cross-cultural learning, leadership development, and civic education. Opportunities for students to travel to the United States and abroad include academic year exchanges and intensive, short-term programs. Recognizing the power of young people, youth exchange programs, which annually include more than 4,000 international and U.S. participants, foster life-long relationships, and increase foreign language skills and U.S. global market competitiveness. The Youth Programs Division also supports intensive language training and cultural immersion programs for U.S. students at the precollege level. Youth exchange programs enable both international and U.S. participants to develop leadership and language skills and support the cultivation of global market competitiveness for U.S. youth.

Congress-Bundestag Youth Exchange (1983)

	FY 2016	FY 2017	FY 2018
Budget	\$6.00 million	\$4.28 million	\$9.21 million
# of Proj/ Partic	705	710	1,420
Cost per	\$5,674	\$5,718	\$5,875

Jointly funded by the U.S. Congress and the German Bundestag, the Congress-Bundestag Youth Exchange (CBYX), is administered by the State Department and the Bundestag. German and American secondary school students live with host families, attend school, and participate in community life. Two other program components provide young professionals and vocational students with practical training. The Young Professionals component provides scholarships to young Americans and Germans ages 18-24 for one year of professional study and training in Germany and the United States in business, professional, technical, vocational, and agricultural fields. The vocational component provides scholarships to graduating American secondary school seniors for one year of professional study and training in Germany. Program Length: Academic year (10-11 months for all three program components); Avg. Cost per Day: \$18 (FY 2018); Female/Male Split: 63 percent/37 percent.

Congress-Bundestag/Bundesrat Staff Exchange (1983)

	FY 2016	FY 2017	FY 2018	FY 2019
Budget	\$44,495	\$19,553	\$70,000*	N/A*
# of Proj/ Partic	10	10	20	N/A
Cost per	\$4,449	\$1,955	\$3,500	N/A

**The FY 2018 budget amount and participant numbers cover two program years. The funding, totaling \$70,000, is included in an award to a CBYX program organization, which now administers travel arrangements for U.S. participants. The FY 2019 amount (\$35,000) is included in an award to a CBYX program organization to manage travel arrangements.*

The two-phase Congress-Bundestag/Bundesrat Staff Exchange program allows U.S. and German participants to learn about political institutions in their non-home country and discuss issues of mutual concern. The outbound phase, funded by ECA's Office of Citizen Exchanges, sends approximately ten U.S. Congress staff members to Germany for a short-term program hosted and organized by the German Bundestag. The Office of Interparliamentary Affairs of the U.S. House of Representatives recruits the U.S. delegates. The inbound phase, organized by ECA's Office of International Visitors, brings a delegation of ten German Bundestag and Bundesrat staff members to visit the United States for eight days. Program Length: 8-14 days; Avg. Cost per Day: \$350 (2018+2019 funded in FY 2018); Female/Male Split: 25 percent/75 percent.

Future Leaders Exchange (1993)

	FY 2016	FY 2017	FY 2018
Budget	\$19.62 million	\$21.15 million	\$22.36 million
# of Proj/Partic	883	922	977
Cost per	\$22,220	\$22,939	\$22,892

The Future Leaders Exchange (FLEX) program provides scholarships to secondary school students from countries in Europe and Eurasia to spend one academic year in the United States, in support of the foreign policy goals to promote civil society, leadership development, and mutual understanding between Americans and the people of participating countries. Students live with host families; attend high school; engage in activities to learn about U.S. society values, leadership, and civic education; and share their countries and cultures with Americans. Program Length: Academic year (10 months); Cost per Day: \$81 (2018); Female/Male Split: 71 percent/29 percent.

German-American Partnership Program (1972)

	FY 2016	FY 2017	FY 2018
Budget	\$100,000	\$100,000	\$100,000
# of Proj/Partic	2,028	1,700	1,700
Cost per	\$49	\$59	\$59

The German-American Partnership Program (GAPP) is a reciprocal exchange program organized directly by high schools in Germany and the United States with coordination and financial subsidies from the German and U.S. governments. The program, which includes significant cost sharing by participating students and high schools, promotes intercultural understanding through the study of German and English. All American students and teachers traveling to Germany received grants from funds provided by the German Foreign Office. Program Length: 3 weeks; Cost per Day: \$3 (2018).

Kennedy-Lugar Youth Exchange and Study (2002)

	FY 2016	FY 2017	FY 2018
Budget	\$21.60 million	\$23.25 million	\$24.47 million
# of Proj/Partic	803	885	925
Cost per	\$26,901	\$26,268	\$26,454

The Kennedy-Lugar Youth Exchange and Study (YES) program provides merit-based scholarships for students from countries of strategic interest to study for an

academic year in the U.S. The YES program supports U.S. foreign policy goals by promoting civil society, leadership development, and mutual understanding. Program Length: Academic year; Cost per Day: \$72 (2019); Female/Male Split: 61 percent/39 percent.

Kennedy-Lugar Youth Exchange and Study Abroad (2009)

	FY 2016	FY 2017	FY 2018
Budget	\$2.08 million	\$2.37 million	\$2.50 million
# of Proj/Partic	65	65	65
Cost per	\$34,681	\$36,538	\$38,495

The Kennedy-Lugar Youth Exchange and Study (YES) Abroad program provides merit-based scholarships to U.S. high school students to study in select countries of strategic interest to the United States that participate in the YES program. Program Length: 10 months; Cost per Day: \$111 (2019); Female/Male Split: 74 percent/26 percent.

National Security Language Initiative for Youth (2006)

	FY 2016	FY 2017	FY 2018
Budget	\$8.90 million	\$10.00 million	\$10.44 million
# of Proj/Partic	586	662	666
Cost per	\$15,188	\$15,100	\$15,568

The National Security Language Initiative for Youth (NSLI-Y) program awards scholarships to American high school students to study strategically important languages – Arabic, Chinese (Mandarin), Hindi, Indonesian, Korean, Persian (Tajiki), Russian, and Turkish – in intensive summer and academic-year programs overseas. Programs provide formal and informal language learning environments and immerse participants in the cultural and political life of their host country. NSLI-Y has also initiated a virtual version of the program targeted at diverse communities across the United States. Program Length: 6 weeks avg. (86 percent of participants) or 9 months avg. (14 percent of participants); Cost per Day: \$76 (2018); Female/Male Split: 65 percent/35 percent.

TechGirls (2012)

	FY 2016	FY 2017	FY 2018
Budget	\$330,000	\$330,000	\$660,000
# of Proj/Partic	27	28	56
Cost per	\$12,222	\$11,786	\$11,786

TechGirls offers girls age 15-17 from the Middle East and North Africa the opportunity to engage in an intensive, three-week exchange program in the United States. Exchange activities include a technology camp with American peers, site visits with technology companies, job shadowing, community service activities, and home hospitality arrangements. Program Length: 3 weeks; Avg. Cost per Day: \$561 (2018); Female/Male Split: 100 percent/0 percent.

Youth Ambassadors (2002)

	FY 2016	FY 2017	FY 2018
Budget	\$3.03 million	\$3.70 million	\$3.30 million
# of Proj/Partic	481	442	442
Cost per	\$6,289	\$8,371	\$7,466

The Youth Ambassadors (YA) program brings together youth and adult mentors from 26 countries in the Western Hemisphere on one-way and reciprocal exchanges. The YA program focuses on civic education, community service, and youth leadership development, along with sub-themes such as entrepreneurship and environmental protection. Upon returning to their home communities, students are also expected to engage in community service projects. Program Length: 3 weeks; Avg. Cost per Day: \$389 (2018); Female/Male Split: 49 percent/51 percent.

Youth Leadership On-Demand (2011)

	FY 2016	FY 2017	FY 2018
Budget	\$400,000	\$400,000	\$1.0 million
# of Proj/Partic	50	46	125
Cost per	\$8,000	\$8,700	\$8,000

Youth Leadership On-Demand projects provide high school students and adult educators from countries identified by the State Department as strategic priorities the opportunity to explore civic education, youth leadership development, and community service in the United States. Countries are selected according to areas deemed to be in the most urgent, critical national security interests. Program Length: 3 weeks; Avg. Cost per Day: \$414 (2018); Female/Male Split: 60 percent/40 percent.

Youth Leadership Programs (1999)

	FY 2016	FY 2017	FY 2018
Budget	\$4.03 million	\$5.14 million	\$5.14 million
# of Proj/Partic	442	493	550
Cost per	\$9,118	\$10,425	\$9,345

The collection of programs under the Youth Leadership Program umbrella offers one-way and reciprocal exchanges, through single-country and regional projects, for groups of high school students and educators from more than 100 countries in Europe, Asia, the Middle East, and Africa. The three to four week projects use workshops, site visits, school visits, home stays, and cultural activities with peers to help participants gain knowledge and skills related to leadership, civic responsibility and activism, community service, and global issues. Program Length: 3-4 weeks; Avg. Cost per Day: \$373 (2017); Female/Male Split: 40 percent/60 percent.

Cultural Programs

	FY 2016	FY 2017	FY 2018
Budget	\$10.20 million	\$11.20 million	\$11.96 million
# of Proj/Partic	712	732	972
Cost per	\$15,308	\$15,300	\$12,305

Cultural programs leverage the power of U.S. arts and culture to engage audiences and create space for conversations about topics of shared interest. American arts professionals travel overseas for targeted programs to address issues such as tolerance, conflict resolution, disability rights, women's empowerment, religious freedom, and civil society, as well as arts management, entrepreneurship, and intellectual property rights. In addition, the Cultural Programs Division hosts a limited number of professional development exchanges that bring foreign artists to the United States.

American Film Showcase (2011)

	FY 2016	FY 2017	FY 2018
Budget	\$1.9 million	\$2.0 million	\$2.25 million
# of Proj/Partic	120	121	135
Cost per	\$15,833	\$16,529	\$14,184

The American Film Showcase brings award-winning American documentaries, independent narrative films, and animated shorts to audiences around the world, reflecting the diversity of and presenting insights into American society and culture. Program Length: 7-10 days (average eight days); Avg. Cost per Day: \$2,066 (2018); Female/Male Split: 46 percent/54 percent.

American Music Abroad (2011)

	FY 2016	FY 2017	FY 2018
Budget	\$1.34 million	\$1.46 million	\$1.83 million
# of Proj/ Partic	45	56	127
Cost per	\$29,777	\$26,071	\$14,409

American Music Abroad sends American music groups overseas for multi-week, multi-country tours. Program activities focus on younger and underserved audiences in countries where people have few opportunities to meet American performers and experience their music firsthand. Participating countries are determined on the basis of U.S. foreign policy priorities and interests in consultation with the regional bureaus and posts. Program Length: 2–3 weeks; Avg. Cost per Day: \$931; Female/Male Split: 17 percent/83 percent (2018).

Arts Envoy Program (2012)

	FY 2016	FY 2017	FY 2018
Budget	\$1.30 million	\$1.85 million	\$1.70 million
# of Proj/ Partic	396	242	378
Cost per	\$2,460	\$6,299	\$3,636

The Arts Envoy Program gives U.S. missions worldwide the opportunity to develop customized cultural programming to support U.S. foreign policy objectives and connect the U.S. arts community with international audiences. This “on-demand” program facilitates strategic projects by arts professionals who can spend five days to six weeks in a country or region working with priority groups, arts professionals, and general audiences. Program Length: 5 days–6 weeks (average 7 days); Avg. Cost per Day: \$2,660 (2018); Female/Male Split: 35 percent/75 percent.

Biennales (1988)

	FY 2016	FY 2017	FY 2018
Budget	\$250,000	\$385,799	\$500,000
# of Proj/ Partic	8	8	8
Cost per	\$31,250	\$48,225	\$62,000

The Biennales initiative selects and provides support for U.S. representation at two alternating biennial international exhibitions: the Venice Art Biennale and the Venice Architecture Biennale. The exhibitions promote innovation, ingenuity, and entrepreneurship values to an influential

international audience, and outreach events target key local communities. ECA partners with the National Endowment for the Arts to select a featured artist/architect, and the exhibit is then managed through a public-private partnership. The majority of funding for both exhibitions comes from private sources. Program Length: 7–8 months; Avg. Cost per Day: \$211 (2017); Female/Male Split: 67 percent/33 percent.

Global Media Makers (2015)

	FY 2016	FY 2017	FY 2018
Budget	\$1.0 million	\$1.0 million	\$1.3 million
# of Proj/ Partic	30	64	80
Cost per	\$33,333	\$15,625	\$12,500

Global Media Makers connects visual storytellers from around the world with leading U.S. entertainment professionals. Program fellows receive comprehensive filmmaking education, business training, and professional networking opportunities to support the development of independent, authentic, and compelling content for distribution in their home countries and to foster creative connections between the film industries in participating countries and the United States. Program Length: 2 years (100 active program days); Avg. Cost per Day: \$156 (2018); Female/Male Split: 43 percent/57 percent.

International Writing Program (2006)

	FY 2016	FY 2017	FY 2018
Budget	\$720,000	\$800,000	\$840,000
# of Proj/ Partic	58	54	78
Cost per	\$13,793	\$14,815	\$10,769

Through the International Writing Program, U.S. and foreign writers participate in a residency program at the University of Iowa, which includes public lectures, roundtable discussions, and readings on selected strategic countries and topics. The program also includes a separate two-week creative writing seminar for young writers from the United States and Silk Road countries in the SCA, EAP, EUR, and NEA regions. Additionally, the program sends groups of five U.S. writers to teach workshops in underserved communities overseas. The program also offers online courses and other distance learning to approximately 16,000 high school-aged writers and women writers each year. Program Length: 5–90 days (average 50 days); Avg. Cost per Day: \$296 (2017); Female/Male Split: 59 percent/41 percent.

Next Level (2013)

	FY 2016	FY 2017	FY 2018
Budget	\$800,000	\$1.10 million	\$1.10 million
# of Proj/ Partic	25	35	35
Cost per	\$32,000	\$31,429	\$31,429

Next Level encourages civil society development and provides economic and professional development opportunities to youth and underserved audiences through overseas workshops led by American hip-hop artists on beat/music making, break dancing, rapping, music production, artists' entrepreneurship, and conflict resolution strategies. Program Length: 2-3 weeks (average 17 days); Avg. Cost per Day: \$1,849 (2018); Female/Male Split: 36 percent/64 percent.

OneBeat (2011)

	FY 2016	FY 2017	FY 2018
Budget	\$0	\$1.44 million	\$1.44 million
# of Proj/ Partic	0	80	80
Cost per	\$0	\$18,000	\$18,000

OneBeat brings together leading musicians, ages 19-35, from around the world to work with their American peers and participate in a residency and tour that focuses on musical collaboration, arts entrepreneurship, and civic engagement. OneBeat U.S. conducts a month-long residency and tour program in diverse regions of the United States. OneBeat Abroad programs are held in countries of strategic interest with a strong OneBeat alumni network. OneBeat Accelerator supports exceptional OneBeat alumni projects that address foreign policy priorities. Program Length: OneBeat U.S.: 1 month; OneBeat Abroad: 2-3 weeks; Avg. Cost per Day: \$857 (2018); Female/Male Split: 40 percent/60 percent plus one gender non-conforming participant (2018).

Sports Diplomacy

	FY 2016	FY 2017	FY 2018
Budget	\$5.50 million	\$6.10 million	\$6.61 million
# of Proj/ Partic	671	893	865
Cost per	\$7,846	\$6,831	\$7,641

Sports programs engage youth and adults from the grassroots to the professional leagues, exposing foreign participants to American culture while providing them with an opportunity to establish links with U.S. sports professionals and peers. In turn,

Americans learn about foreign cultures and strengthen their overseas networks and capacity. Participation in sports teaches leadership, teamwork, and communication skills that help young people succeed in all areas of their lives. Sports are a platform to champion foreign policy priorities such as inclusion, youth empowerment, gender equality, health and wellness, conflict resolution, and entrepreneurship. The Sports Diplomacy Division collaborates with U.S. embassies and consulates to support program design, implementation, follow-on, and evaluation. Sports Diplomacy programs have engaged diverse audiences in over 100 countries through various sports exchange programs.

Global Sports Mentoring Program (2015)

	FY 2016	FY 2017	FY 2018
Budget	\$1.03 million	\$1.13 million	\$1.14 million
# of Proj/ Partic	66	70	70
Cost per	\$15,606	\$16,143	\$16,285

The Global Sports Mentoring Program (GSMP) has two components. The espnW GSMP, a public-private partnership that empowers women through sports, pairs international female leaders with American female senior executives in the sports sector for a five-week mentorship. The annual Sport for Community GSMP focuses on promoting disability rights at home and abroad. In both programs, participants collaborate with U.S. mentors to develop business strategies that provide sports and professional opportunities for women, people with disabilities, and marginalized populations. The programs emphasize long-term and sustainable change through alumni funding and activities, monitoring, and media outreach, as well as outbound follow-on programs with American participants. Program Length: 5 weeks; Avg. Cost per Day: \$465 (2018); Female/Male Split: 70 percent/30 percent.

International Sports Programming Initiative (2002)

	FY 2016	FY 2017	FY 2018
Budget	\$2.10 million	\$2.10 million	\$2.40 million
# of Proj/ Partic	448	450	490
Cost per	\$4,687	\$4,667	\$4,898

The International Sports Programming Initiative (ISPI) is an annual open competition for U.S.-based nonprofit organizations to administer two-way sports exchange programs. In addition to engaging underserved youth, coaches, and sports administrators at home and abroad, ISPI expands the organizations' and their partners' capacities and expertise to conduct sports-based exchange programs. Under the theme "Sport for Social Change," programs advance foreign policy goals by promoting tolerance and enabling youth around the world to develop important leadership skills

and achieve academic success. Key audiences include at-risk youth, women, minorities, and people with disabilities. Program Length: 2-3 weeks; Avg. Cost per Day: \$279 (2018); Female/Male Split: 50 percent/50 percent.

Sports Envoy Program (2005)

	FY 2016	FY 2017	FY 2018
Budget	\$646,120	\$952,380	\$819,427
# of Proj/ Partic	48	83	66
Cost per	\$13,461	\$11,474	\$122,416

Current and former U.S. professional athletes and coaches travel abroad as Sports Envoys to share lessons learned on and off the playing field with youth and underserved populations. ECA partners with professional leagues, the U.S. Olympic Committee, national governing bodies, and others in the sports sector to identify these envoys for programming in schools, youth clinics, and teambuilding activities. The program addresses priority themes such as gender equity, disability rights and access, the importance of education, peaceful conflict resolution, community engagement, and respect for diversity. In addition to allowing U.S. embassies and consulates to design customized sports programming that supports U.S. foreign policy objectives, the Sports Envoy program develops sustainable local partners and establishes linkages between the American sports sector and international audiences. Program Length: 3-10 days; Avg. Cost per Day: \$2,069 (2018); Female/Male Split: 55 percent/45 percent.

Sports Visitor Program (2003)

	FY 2016	FY 2017	FY 2018
Budget	\$1.49 million	\$2.65 million	\$2.25 million
# of Proj/ Partic	109	290	239
Cost per	\$13,657	\$9,146	\$9,414

The Sports Visitor Program brings youth and coaches to the United States for short-term exchanges to engage with American peers and sports practitioners and to participate in clinics and sessions on leadership, team building, conflict resolution, and inclusion and equity in sports. Sports Visitor programs provide Americans with an opportunity to exchange expertise and expand their cultural competence through firsthand interaction with people from every region of the world. Program Length: 14 days; Avg. Cost per Day: \$672 (2018); Female/Male Split: 64 percent/36 percent.

TechCamps

TechCamps offer hands-on, participant-driven workshops that connect private sector technology experts with local influencers—journalists, non-governmental organizations (NGOs), civil society advocates, and others—to explore and apply innovative tech solutions to shared challenges. TechCamps workshops engage and empower these target audiences, training them in the use of low-cost, easy-to-implement technological tools and concepts to make them more effective. Each TechCamp seeks to achieve specific, measurable objectives that directly address U.S. foreign policy priorities, including those tied to public diplomacy capabilities, such as mitigating violent extremism, countering disinformation, and promoting good governance.

After assuming responsibility for the TechCamps program in May 2019, ECA's Office of Citizen Exchanges commenced a comprehensive strategic review of the program's mission and impact, in accordance with the ECA Functional Bureau Strategy. TechCamps' new strategy builds on the program's previous success in IIP and emphasizes the importance of building partnerships with the U.S. private sector. Priorities include countering Chinese and Russian disinformation, strengthening the United States' information presence in the Indo-Pacific, and boosting pro-democracy movements in Venezuela.

YOUNG LEADERS INITIATIVES

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$19.00 million	\$28.50 million	\$28.50 million	\$31.25 million	\$34.40 million

The figures in the spending table above are total amounts for the administration of all the Young Leaders Initiatives. Figures in each of the following three tables are program specific.

Mandela Washington Fellowship for Young African Leaders

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$20.0 million	\$19 million	\$17 million	\$18.5 million	\$20.0 million
# of Proj/ Partic	1,000	700	700	--	--
Cost per	\$20,000	\$24,000	\$24,286	--	--

Under this flagship program of the Young African Leadership Initiative (YALI), young leaders from sub-Saharan Africa come to the United States for six-week institutes at U.S. campuses and then convene at a summit in Washington, D.C. Up to 70 fellows also participate in six-week professional development internships in the United States. After participants return home, the fellowship provides them with follow-on support networks, technical inputs, and resources to continue their professional development. The fellowship is designed to build and sustain a network of young sub-Saharan African leaders across critical sectors, with the goal of strengthening democratic institutions and spurring economic growth and development on the continent. The fellowship also forges strong ties within the region as well as with the United States. Program Length: 6 weeks for fellows, 10 weeks for fellows with follow-on internships; Avg. Cost per Day: \$462 (2018); Female/Male: 55 percent/44 percent.

Young Southeast Asian Leaders Initiative (YSEALI) Fellowship

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$4.0 million	\$4.5 million	\$4.5 million	\$6.75 million	\$7.8 million
# of Proj/ Partic	446	446	446	--	--
Cost per	\$8,969	\$8,969	\$8,969	--	--

The Young Southeast Asian Leaders Initiative (YSEALI) includes academic and professional exchanges for Southeast Asian youth, ages 18-35 (for academic fellows) and ages 25-35 (for academic fellows) and ages 25-35 (for professional fellows). Co-managed by ECA's Office of Academic Exchange Programs and the Professional Fellows Division, YSEALI seeks to build the leadership capabilities of youth in the region, strengthen ties between the United States and Southeast Asia, and nurture an ASEAN community. Hosted by U.S. universities or colleges, the academic exchanges focus on three themes: social entrepreneurship and economic development, environmental issues and natural resource management, and civic engagement. The professional exchanges address civic engagement, NGO management, economic empowerment, governance, legislative processes, and environmental sustainability. The program receives some foreign funding. Program Length: 5 weeks; Avg. Cost per Day: \$256 (2018); Female/Male Split: 52 percent/48 percent.

Young Leaders in the Americas Initiative (YLA)

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
Budget	\$5.0 million	\$5.0 million	\$5.0 million	\$6.0 million	\$6.6 million
# of Proj/ Partic	277	295	310	--	--
Cost per	\$18,051	\$16,949	\$15,152	--	--

The Young Leaders of the Americas Initiative (YLA), now the United States' premier exchange program in the Western Hemisphere, provides fellowships each year to participants from Latin America, the Caribbean, and the United States to develop their business and civil society initiatives and to promote foreign partnerships and joint ventures with American counterparts. Following their fellowships, participants receive ongoing support through a continuum of networking, mentorship, and investment opportunities. Program Length: 6 weeks; Avg. Cost per Day: \$533 (2018); Female/Male Split: 47 percent/53 percent.

COUNTERING STATE DISINFORMATION AND PRESSURE

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$0*	\$0*	\$12,000*	\$12,000*	\$12,000*

*(in thousands of \$)

People-to-people exchanges and programs play a significant role in the whole-of-government approach to countering disinformation, media manipulation, and malign influence. Exchanges provide the sustained societal engagement that not only fosters resilience in individuals and communities, but also positively influence the context in which false information is spread and received. In response to a growing need to counter disinformation worldwide, ECA has enhanced and expanded existing program models and seeks to target a wide range of audiences, including journalists, social media influencers, youth, community leaders, and educators.

ECA programs counter disinformation and media aggression directly while also fostering the skills needed to build audience resilience to disinformation. ECA programs can serve as tools to strengthen independent media and improve media literacy among vulnerable audiences by sharpening their judgement and analytical skills. ECA also promotes English language learning as a means for people to access a wide variety of information resources, including international media reporting and academic research.

In addition to the direct participants in ECA programs, there is significant focus on encouraging a multiplier effect. For example, educators participating in train-the-trainer sessions extend the reach of critical thinking programs to their students. Programs are also designed to enlist members of ECA's established networks of program alumni and influencers in more than two dozen countries. Youth leadership exchanges and English language programs in new countries aim to expand the Department's networks of contacts and partners among next generation leaders. Funding is allocated to programs and countries in close consultation with the Bureau of European and Eurasian Affairs (EUR) and the Bureau of South and Central Asian Affairs (SCA).

In order to better understand the immediate outcomes of ECA disinformation programs as well as the contributions ECA programs make in the more complex disinformation landscape, the ECA Evaluation Division will complete an external evaluation of ECA countering disinformation programming in FY 2021. The results of this evaluation will inform programmatic decision making moving forward to ensure ECA programs are being used in the most strategic ways possible to counter disinformation, media manipulation, and malign influence.

CIVIL SOCIETY EXCHANGE PROGRAM

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
N/A	N/A	N/A	N/A	\$5,000*

*(in thousands of \$)

This exchange category includes \$5 million to sustain Community Engagement Exchanges (CEE), ECA's core civil society exchange program. Funding was initially provided in FY 2020 to promote American values while encouraging strong civil society institutions in some of the weakest countries worldwide. CEE expands the generational, geographic, and thematic reach of ECA's professional exchanges to support a new generation of community leaders at the grass-roots level. CEE is designed for a younger cohort focused on individuals new to the civil society field with approximately two years of working or volunteer experience in over 80 targeted countries. Surveying participants post-program has shown that more than 90 percent of participants agree with statements in support of democratic values.

PRIVATE SECTOR EXCHANGES

The Office of Private Sector Exchange oversees the U.S. government-facilitated, but privately funded Exchange Visitor Program (EVP), which includes 13 educational and cultural exchange programs: Au Pair, Camp Counselor, College and University Student, Intern, Physician, Professor, Research Scholar, Secondary School Student, Short-Term Scholar, Specialist, Summer Work Travel, Teacher, and Trainee. Each year, the EVP provides opportunities for visitors from nearly 200 countries and territories to experience U.S. culture and engage with Americans through structured programs, with the goal of increasing mutual understanding between the peoples of the United States and other countries.

ECA has designated more than 1,400 private sector, academic, and federal, state, and local government entities to be

“sponsors” of EVP programs, which are conducted under ECA oversight in accordance with State Department-promulgated regulations and relevant federal, state, and local laws. Program oversight is funded primarily from fees collected from sponsors and program participants. ECA imposes remedial sanctions upon sponsors that fail to comply with program regulations and separates from the program those sponsors it deems cannot be sufficiently rehabilitated.

EVP participants are young leaders, entrepreneurs, students, and more seasoned professionals eager to hone their skills, strengthen their English language abilities, connect with Americans, and learn about the United States. Exchange visitors return home eager to stay connected, expand their networks, and explore future exchange opportunities as “citizen ambassadors.”

Exchange Visitor Program	2015	2016	2017	2018
Au Pair	17,588	19,233	20,353	20,678
Camp Counselor	21,206	22,994	24,868	24,919
College and University Students: Associate	16	5	5	13
College and University Students: Bachelor	2,621	2,397	2,198	2,582
College and University Students: Master	2,163	1,985	1,758	1,352
College and University Students: Doctorate	1,039	835	771	676
College and University Students: Intern	3,733	3,985	4,714	4,887
College and University Students: Non-degree	37,072	32,236	32,421	32,584
Intern	24,353	25,312	26,197	26,040
Physician	2,567	2,624	2,832	2,738
Professor	1,185	1,109	1,054	1,003
Research Scholar	34,444	34,575	33,521	32,853
Secondary School Student	22,983	21,850	21,005	21,456
Short-Term Scholar	19,485	18,567	18,326	17,555
Specialist	1,101	692	917	904
Summer Work Travel	94,985	101,061	104,923	104,512
Teacher	1,735	1,888	2,195	2,523
Trainee	10,367	10,738	10,866	10,798
Total Private Sector Exchange Visitor Program Participants	298,234	302,258	308,924	308,073

Top Ten Sending Countries for the Exchange Visitor Program (2018)*

	2015		2016		2017		2018	
	Country	#EVS	Country	#EVS	Country	#EVS	Country	#EVS
1	China	34,925	China	35,473	China	36,403	China	35,544
2	Germany	19,831	U.K.	19,328	U.K.	19,155	U.K.	18,240
3	U.K.	18,737	Germany	18,940	Germany	17,259	Germany	16,434
4	Brazil	12,580	France	12,230	France	11,855	Brazil	11,614
5	France	12,356	Philippines	9,130	Brazil	9,977	France	11,381
6	Ireland	10,202	S. Korea	8,288	Philippines	9,605	Spain	9,222
7	S. Korea	8,536	Ireland	8,213	Thailand	8,713	Philippines	9,126
8	Mexico	7,788	Mexico	8,206	S. Korea	8,662	Thailand	9,086
9	Spain	7,431	Spain	8,046	Spain	8,608	S. Korea	8,703
10	Turkey	7,393	Brazil	7,971	Ireland	8,083	Mexico	8,600

*Data not provided for 2019.

SPOTLIGHT:

ECA MONITORING AND EVALUATION INITIATIVE

In FY 2019 ECA's Evaluation Division (ED) led an initiative to redesign and update monitoring and evaluation (M&E) systems across the bureau. This process yielded best practices across four lines of effort: monitoring, evaluation, learning, and capacity building.

Monitoring: The ED worked closely with ECA stakeholders to develop the Monitoring Data for ECA (MODE) Framework, which includes a standardized bureau-wide Results Framework with goals, objectives, and indicators designed to track program performance and the direction, pace, and magnitude of change for ECA programs. Each performance indicator has corresponding data collection questions defined to facilitate uniform data collection, ensure data validity and reliability, and establish responsive feedback mechanisms.

The MODE Framework will enhance ECA's ability to:

- Utilize data and performance metrics to assess and enhance program performance;
- Inform strategic planning activities at the bureau, division, and exchange program levels;
- Supplement the information ECA program officers receive from implementing partners and exchange participants to provide a comprehensive view of program activities; and
- Allow ECA to respond more quickly and reliably to requests from Congress, OMB, and other stakeholders.

Evaluation: In FY 2020, the ED completed five externally conducted evaluations and commissioned six more. In addition to these independent evaluations, the Evaluation Division

also expanded its services to include additional smaller-scale products, such as survey data analysis, needs assessments, and focus group tools and templates that allow program officers to obtain data and program information more rapidly. The results of these evaluations have been used to provide input into program solicitations, direct the design of new programs, as well as modify existing programs.

Learning: The division created Action Plans to guide implementation of recommendations provided in evaluation reports. These plans provide for follow-up with program teams to understand how the programs have changed and to highlight those changes in its Evaluation Matters case studies. The ED also created a learning agenda to guide ECA in its research and evaluation processes. Finally, evaluation reports will continue to be posted online when reports are completed so the primary stakeholders, the American people, are aware of and understand the effectiveness of ECA exchanges.

Capacity-Building: Coupling public diplomacy and higher education research with best practices from the evaluation community and practical experience, the division has created a training suite geared towards ECA program officers and interested Department of State staff across numerous program design and M&E topics. In addition to these trainings, the ED also creates M&E-related resources for external audiences on its website. Finally, the division hosts a monthly evaluation community of practice for interested ECA program officers, ECA award recipients, and Department of State personnel to build M&E capacity and learn best practices.

Evaluation Matters: AFCP Case Study on Learning



*Conservation of the Temple of Phnom Bakheng
at Angkor Park, Cambodia*

THE EVALUATION

Why: The evaluation was intended to help ECA and CHC management make decisions about AFCP administration and address accountability objectives.

What: The evaluation addressed the following four questions:

1. What have been the strengths and challenges of AFCP administration?
2. What are the impacts of AFCP projects on foreign publics?
3. To what extent are AFCP projects supporting foreign policy priorities by meeting or exceeding the embassy's stated goals for the project as expressed in the application? Why or why not?

» Continued on next page.

THE PROGRAM

The ECA Evaluation Division conducted an evaluation of the U.S. Ambassadors Fund for Cultural Preservation (AFCP). Established in 2001, AFCP provides an avenue for the United States to lead cultural heritage preservation efforts and demonstrate respect for other cultures by protecting cultural sites, objects, and traditions. By preserving cultural heritage overseas in a noncommercial, nonpolitical, and nonmilitary way, the fund also satisfies U.S. treaty and other bilateral obligations, creates opportunities for economic development, and contributes to post-disaster and post-conflict recovery. Each year the AFCP awards approximately \$6 million to an average of 40 projects across the globe. Since its inception, the AFCP has supported more than 1,000 projects in 133 countries. The Cultural Heritage Center (CHC) in the ECA Bureau within the U.S. Department of State administers AFCP.

KEY FINDINGS AND CONCLUSIONS

Key findings and conclusions from the evaluation include:

- » **Application and administration processes.** The AFCP grant application and administrative processes worked well and received high levels of satisfaction by DoS and grantees alike, with particular appreciation for communication channels and styles. Areas for improvement include aligning skills and time to support and complete the application, and surmounting financial management barriers.
- » **Limited awareness of projects.** Public awareness of the sampled projects and U.S. funding for them did not appear to be widespread, potentially limiting the program's impacts on foreign publics. For those who were aware, the response was generally positive, with few documented cases of negative criticism.
- » **Positive impact of media.** Media impacts on foreign publics have generally been positive for sampled projects. However, projects and countries varied in the amount and type of media U.S. Embassy/Consulate and grantees generated, as well as the amount of media attention from external media sources.
- » **Alignment with national and foreign policy goals.** AFCP projects were aligned with a variety of foreign policy and national policy goals, though these goals were sometimes different from those cited in the grant applications.



Evaluation Division
BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

U.S. DEPARTMENT OF STATE
Bureau of Educational and Cultural Affairs
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THE EVALUATION

» Continued from previous page.

4. What has the impact (either positive or negative) of AFCP projects been on the embassy's relationship with foreign officials?

Who: ECA's Evaluation Division contracted Social Impact (SI) to conduct the evaluation

When: October 2018 – August 2019

How: SI conducted data collection in the United States and six countries covering 12 recent AFCP projects using a mixed-methods evaluation design consisting of a document review, key informant interviews, direct observation, and rapid surveys.

How Much: \$384,190



Signage about the restoration of the Assumption of the Virgin Mary Church in Causeni, Moldova.

» **Positive impacts on relationships with foreign officials.** In general, AFCP programming has had positive, but varied, impacts on the relationships between U.S. Embassy/Consulate staff and their national government counterparts. The extent of the impact, however, is not known definitively because of a lack of consistent data.

INTEGRATING RECOMMENDATIONS

The CHC has already begun implementing recommendations from the evaluation report. Several revisions were made for the 2020 AFCP grants process, including:

- » **Media Requirements.** Grantees are now required to provide a Public Awareness Plan describing how the applicant intends to highlight and amplify the AFCP-supported activities through print, electronic, and social media platforms. Similarly, Embassies are required to provide a Media Plan describing how the Embassy intends to highlight and amplify AFCP-supported activities.
- » **Recognition of U.S. Support.** Embassies are now required to continue recognition of U.S. support (e.g., through signage, acknowledgement in pamphlets or websites) and use AFCP sites for public diplomacy activities, including VIP visits.
- » **Leveraging Resources.** Embassies are now encouraged to package AFCP projects with other ECA and USG programs to maximize public diplomacy outcomes. Proposals that include a strong Program Packaging Plan will receive extra points during the review.
- » **Capturing Program Success.** Based on the ECA Evaluation Division's Success Story pilot, each AFCP awardee will be required to produce an annual success story survey as a deliverable to better capture the impact of AFCP projects on Embassy diplomatic efforts.
- » **Measuring Impact.** The CHC will be among the first ECA divisions that will be rolling out new measures next year to capture results to assist in better understanding AFCP's long-term impact on a global scale.

If you are interested in learning more, you can find the full evaluation report here:
<https://eca.state.gov/impact/evaluation-eca/evaluation-initiative/completed-evaluations>

BUREAU OF GLOBAL PUBLIC AFFAIRS



Margaret Brennan interviews Secretary of State Pompeo on CBS's "Face the Nation" (September 2019).



BUREAU OF GLOBAL PUBLIC AFFAIRS (GPA)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
Bureau of Public Affairs	\$9.76 million	\$10.71 million	\$9.66 million	\$6.53 million	N/A
Bureau of International Information Programs	\$59.20 million	\$62.95 million	\$53.89 million*	\$59.96 million*	N/A
Bureau of Global Public Affairs	N/A	N/A	N/A	N/A	\$62.42 million

*Decrease/realignment of \$3.5 million in FY18 and \$8.5 million in FY19 from platforms/digital, which was reflected by the Bureau of Budget and Planning (BP) in the 2019 Congressional Budget Justification (CBJ) under the ITCF (IT Central Fund) budget.

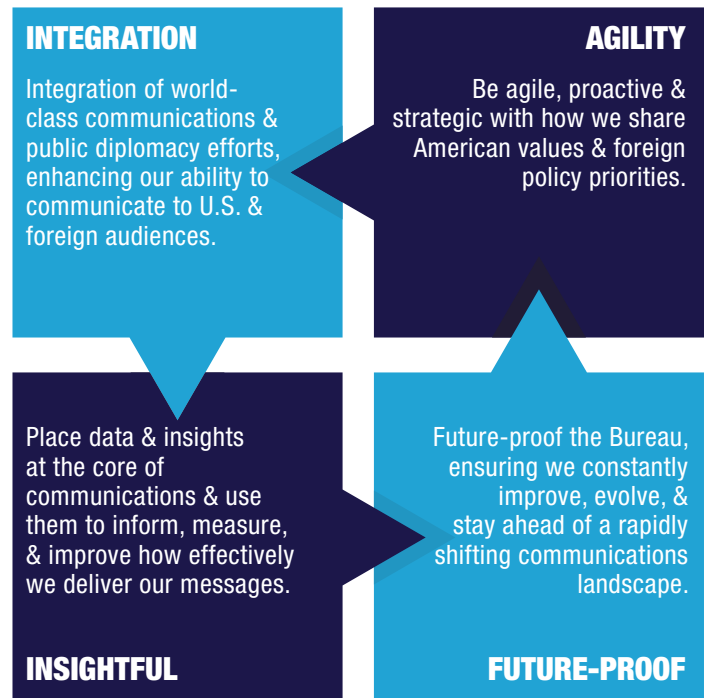
OVERVIEW

U.S. policymakers, overseas missions, and foreign policy partners increasingly require communication strategies based on best practices and cutting-edge technologies. Engagement with global audiences improves their understanding of U.S. policy priorities and the importance of American values, which in turn provides leadership the ability to conduct diplomacy more effectively. In May 2019, to better meet these challenges, the Bureaus of International Information Programs (IIP) and Public Affairs (PA) merged to form the Bureau of Global Public Affairs (GPA). The merger combined IIP's strengths in analytics, content, platforms, and storytelling around American values with PA's expertise in strategic communications on U.S. policy, stakeholder engagement, and global media.

The GPA aims to be an agile, modern, data-centered operation positioned to deliver on the Department's strategic priorities by communicating effectively on America's behalf in a fast-accelerating, rapidly shifting media, technology, and communications landscape. GPA's overall mission aligns with the National Security Strategy, the State-USAID Joint Strategic Plan, and the Department's Public Diplomacy Strategy, which targets publics as a part of a coordinated global strategy to implement public diplomacy efforts to advance U.S. foreign policy. Specifically, GPA identifies key domestic and foreign audiences for outreach, drives priority messaging campaigns, engages global media, and provides posts with support and materials to engage and inform audiences abroad.

GPA also seeks to establish a foundational narrative that informs audiences' understanding of U.S. foreign policy and American values. The ability to drive this narrative is shaped by audience research; developed by creative content teams and digital platform capabilities; amplified by media engagement,

translations, and foreign-language support services; and refined using comprehensive analytic efforts. GPA's research and analytic capability not only provides insights on how various messaging campaigns are performing, but also supplies timely analyses of media content and audience evaluations of digital platforms, empowered by modern technology to adapt the Department's communications approach.



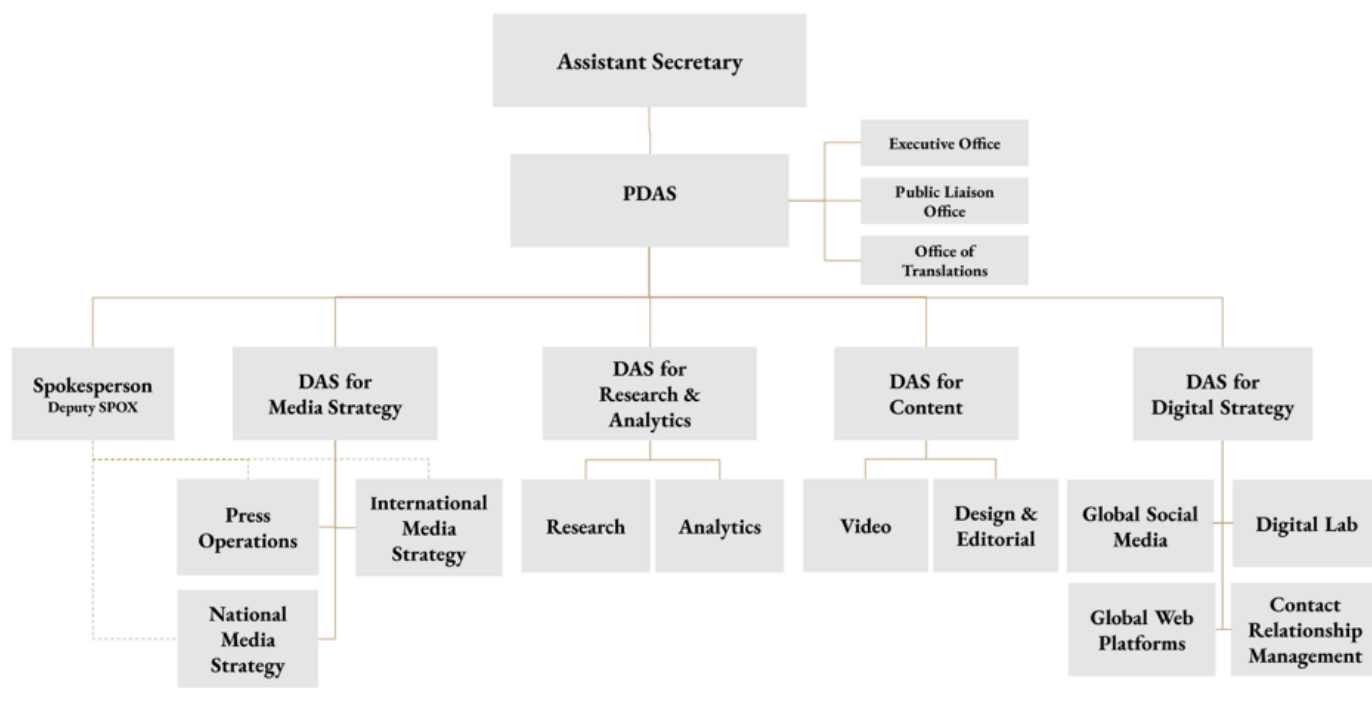
The Four Pillars of GPA's Mission Statement

To foster an environment of information sharing within the Department, as well as support for public diplomacy practitioners globally to speak with one voice, GPA is working on the development and implementation of several best practices for internal communication. Tools such as the Talking Points mobile application provide Department employees up-to-date information on the policy positions and priorities of the Secretary. The Contact Relationship Management (CRM) system and the Mission Website Platform (MWP) equip practitioners with standardized, easily accessible mechanisms to connect, manage, and sustain long-term relationships with foreign audiences.

Current GPA staff composition includes approximately 300 staff, comprised of civil servants, Foreign Service officers, locally-employed staff, and contractors. The Office of the Spokesperson communicates U.S. foreign policy objectives to the American public. The Spokesperson also coordinates with the Deputy Assistant Secretary (DAS) for Media Strategy on media engagement. In 2019, GPA onboarded a new deputy spokesperson to support the Spokesperson and help oversee the functions of the Press Office. The Media Strategy team, which consists of the Offices of Press Operations and International

Media Engagement, the Foreign Press Centers, and the National Media Strategy Unit, engages with the press using a variety of tools to further U.S. foreign policy and national security priorities. Under the leadership of the DAS for Digital Strategy, the Digital Strategy team consists of the Offices of Global Social Media, Global Web Platforms, and Contact Relationship Management and the Digital Lab. Digital Strategy oversees communication with domestic and foreign audiences through the Department-owned online platforms and a curated presence on third-party online networks. Digital Strategy leads the Department in both the incubation and development, as well as support, training, and best practice guidance, for the digital tools and processes that empower the Department's public diplomacy practitioners. Led by the DAS for Content, GPA's Content team, which includes the Design and Editorial Office and the Video Office, supplies the Department with materials that convey U.S. policies, and the ideas and principles that underpin them, to diverse audiences around the globe. Under the leadership of the DAS for Research and Analytics, the Research and Analytics team brings social and information science expertise to plan, monitor, course-correct, and evaluate GPA-led communications projects.

The Bureau of Global Public Affairs



OFFICES REPORTING TO THE ASSISTANT SECRETARY

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
N/A	N/A	N/A	N/A	\$9.67 million

Department Spokesperson

The Spokesperson (SPOX) engages with the press as the official spokesperson of the Department and coordinates with the Media Strategy DAS on media engagement. GPA's Digital Lab collaborated with the Department's IT team to create a digital briefing book for the Spokesperson, and in September 2019, the Spokesperson announced that the Department of State had moved from the physical briefing book to an iPad version. GPA's Global Social Media and Video teams created the "SPOX VOX" video series, a platform for the Spokesperson to provide viewers with a "behind-the-scenes" look at the Secretary of State's travel.

Office of the Executive Director

The Office of the Executive Director is responsible for the operational management of GPA, to include the planning, coordination, and execution of policy for the bureau. This office formulates, presents, and oversees the execution of the bureau's budget, and maintains compliance for all reporting requirements from the Bureau of Budget and Planning. As the bureau grows, so does the need to provide adequate infrastructure for GPA's workforce. These functions include:

- **Human Resources:** Provides support services to the bureau in the areas of staffing, recruitment, awards, and employee benefits.
- **Information Technology:** Provides infrastructure to allow bureau connectivity and collaboration among internal and external partners.
- **General Services:** Provides administrative assistance to GPA offices for travel, physical assets, record management, and contracting.
- **Business Operations:** Plans, manages, and evaluates operations within GPA to continuously improve and optimize functions within the bureau.

Office of Language Resources

The Office of Language Resources maximizes the accessibility and reach of GPA-produced content by translating and adapting the bureau's English-language content into eight other languages: Arabic, Chinese, French, Persian, Portuguese, Russian, Spanish, and Urdu. The office's certified translators work closely with GPA content creators and designers to make GPA products available in these languages, including translations of key remarks by the President, the Secretary, and other U.S. government officials when needed.

Office of Public Liaison

The Office of Public Liaison ensures GPA communications activities and resources are strategically aligned with U.S. foreign policy priorities and connects the Department to domestic audiences, directly engaging the American people to advance the Department's work at home and abroad. This office consists of two divisions:

- **Planning and Events Unit:** This unit supports GPA messaging campaigns and convenes communicators Department-wide for all major events and the Secretary's travel in order to identify goals, coordinate messaging, and align tools and tactics that influence foreign audiences and inform Americans with the right messages at the right time. The unit also includes the employee communications team, which marshals communications products to reach Department employees, including the Secretary's all-staff messages and content on the Knowledge Portal intranet.
- **Public Liaison Unit:** This unit promotes domestic understanding of U.S. foreign policy and the value of diplomacy, while building awareness of the Department's economic and consular support abroad. The unit hosts in-person and virtual engagements between Department officials and the American public, distributes a weekly email newsletter, coordinates the "Hometown Diplomats" program, and maintains relationships with key domestic organizations, communities, and leaders nationwide.



GPA's ShareAmerica platform homepage—Chinese language version.

MEDIA STRATEGY TEAM

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
N/A	N/A	N/A	N/A	\$7.05 million

The Media Strategy team engages with the press to further U.S. foreign policy and national security priorities. It responds to emerging issues and advises the Secretary on all aspects of the Department's conduct of press relations. The team also supports the Secretary's engagements on domestic and international trips, manages public affairs crises, and ensures national and international media outreach are tightly coordinated, proactive, and tied to the long-term objectives of the Department. The Media Strategy team consists of the Press Operations Office (including the Global Events and Travel Division, Crisis Response Unit, and USAID Press Office), the National Media Strategy Unit, and the International Media Engagement Office (including the Foreign Press Centers).

Press Operations Office

The Press Operations Office supports the Department Spokesperson in preparing for the Department Press Briefing and produces the Department's daily guidance package; electronically disseminates information to the media, such as official transcripts, policy statements from the Secretary and Spokesperson, and other press releases; and responds to queries from domestic and international journalists on all matters involving Department policy and programs. Within the Press Operations Office, the Global Events and Travel Division provides logistical support and expertise to the Secretary for all events involving media coverage/participation, both within the Department of State and at other domestic venues, and supports the Secretary on foreign travel. The Crisis Response Unit manages the bureau's messaging and outreach efforts during a crisis by coordinating Department leadership with bureau and embassy messaging and advancing crisis communications preparedness.

National Media Strategy Unit

Focusing on the domestic U.S. media landscape, the National Media Strategy Unit develops strategies to proactively inform domestic audiences through the U.S. print, broadcast, and digital media. This group manages all engagement with the domestic press, including interviews for the Secretary of State and other senior Department officials, and supports the Secretary for media engagements on location across the country. The unit is also the primary contact for written media products, including op-eds drafted by Department leaders for placement in U.S. outlets.

International Media Engagement Office

As extensions of the Spokesperson's podium, GPA's Office of International Media Engagement and its Regional Media Hubs work closely with regional bureaus, posts, and the interagency. The Department's six media hubs are positioned strategically in major media markets in Miami, Dubai, Manila, London, Johannesburg, and Brussels to reach the most influential broadcast, print, and internet global and regional outlets. The hubs communicate U.S. policy priorities through foreign language social media platforms that engage media and political influencers; interviews and briefings that connect U.S. senior officials to journalists worldwide; and outreach to major regional outlets by foreign language spokespersons. The hubs also support posts and regional bureaus through media analysis and special reports, by traveling to support major events and visits, and by providing advanced foreign-language on-camera training to empower the diplomatic corps to engage with local journalists.

Foreign Press Centers (FPC)

The Foreign Press Centers in Washington and New York support the Department's engagement with more than 2,200 accredited U.S.-based foreign correspondents from the most important global media outlets through on-camera briefings, backgrounders, telephonic press conferences, select roundtables, and one-on-one interviews. The FPCs also convene reporting tours and media cooperatives for journalists nominated by posts. The Washington and New York FPCs welcome requests from bureaus and posts for engagements with international media for their principals.



Foreign Press Center Briefing on Middle East Peace and Security, August 20, 2019.

DIGITAL STRATEGY TEAM

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
N/A	N/A	N/A	N/A	\$23.34 million

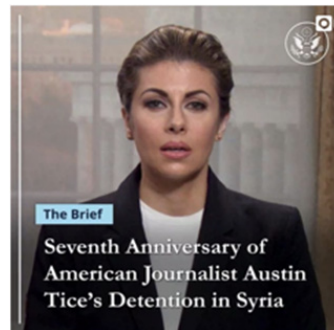
The Digital Strategy team serves as the Department's digital communication leader by anticipating and enabling the use of web, social media, and Contact Relationship Management (CRM) technology. The team manages the Department's social media properties and web platforms in innovative ways to distribute key foreign policy messages and Department information to global audiences. Effectively communicating myriad time-critical and nuanced policy messages to a variety of audiences requires the close coordination and cooperation of many parts of the organization. With the help of the Digital Strategy team, GPA builds and deploys modern tools and approaches to ensure that Department personnel worldwide have the data and platforms necessary to communicate consistently and effectively.

Led by the DAS for Digital Strategy, the Digital Strategy team consists of the Offices of Global Social Media, Global Web Platforms, and Contact Relationship Management and the Digital Lab. Digital Strategy oversees communication with domestic and foreign audiences through the Department's online networks, including, but not limited to, State's flagship social media accounts, State.gov, and the Mission Website Platform. Digital Strategy leads the Department in both the incubation and development as well as support, training, and best practice guidance for new digital tools and processes for Department communicators.

Global Social Media Office

The Office of Global Social Media works across the Department's bureaus, principals, and diplomatic missions to craft and distribute digital media content that ensures the Secretary, the Spokesperson, and the Department are actively engaged in and influencing online conversations. Additionally, the office provides virtual and in-person regional training in digital media trends and best practices, and manages the Department's social media policies to support the full scope of global digital diplomacy efforts.

The Global Social Media Office has supported the online presence of the Department's principal accounts by developing comprehensive "voice" guidelines, new digital-first graphic and video templates, and regular data-driven performance assessments. These efforts have culminated in increased growth and engagement for each account; the Secretary's account gained one million followers within 18 months of launch and then two million followers after only seven additional months. The Secretary's social media posts continue to drive headlines on



Video product featured on
@StateDeptSpox, August 14,
2019.



Clip featured on
@StateDept: July 1, 2020.

priority policy issues and are frequently referenced by influential media outlets. These combined efforts have increased the Department presence in key digital ecosystems and improved messaging alignment across the Department's global network of hub, embassy and ambassador social media accounts, which represent an online community of more than 80 million followers.

Global Web Platforms Office

The Office of Global Web Platforms oversees the Department's use of websites to inform the public. State.gov delivers information about the Department, such as press releases, key policy information, and details about U.S. relationships with countries and regions around the globe. Complementing State.gov, the office manages the Mission Website Platform, on which nearly 200 U.S. missions maintain their own websites to serve and communicate with local audiences. The office coordinates with all bureaus and offices in the Department and trains both domestic and mission staff to use web platforms to communicate effectively. Global Web Platforms also manages an internal platform that disseminates information and resources to staff across the Department for official use. Additionally, the office has coordinated with other parts of GPA on cross-promotion of social media, integration of custom visual media, email outreach, and specialized pages delineating the Department's approach to priority policies.

Digital Lab

The Digital Lab, a small, empowered, cross-functional team, improves GPA's ability to effectively engage in public diplomacy, using modern technology to advance the Department as a center of excellence for design thinking and innovation. Over the past decade, digital labs (often called innovation labs) have gone from being a Silicon Valley trend to a strategic imperative for organizations across a broad range of industries. Their sole purpose is to ideate, design, and test new concepts. Unlike traditional approaches to innovation, which are typically slow, expensive, and high-risk, innovation labs use "design thinking" and a "lean startup" mindset to quickly discover, design, and test new concepts developed using human-centered design.

Digital Lab: Talking Points Mobile Application

The Talking Points mobile application, which is streamlining access to cleared talking points, exemplifies the Digital Lab's solution-based approach. Talking Points provides ambassadors, senior leaders at the Department, and public diplomacy practitioners in the field with timely and easily accessible talking points on news of the day and ongoing policy priorities. The solution ensures consistency of messaging and rapid response to emerging issues.

Digital Lab: Product Branding System

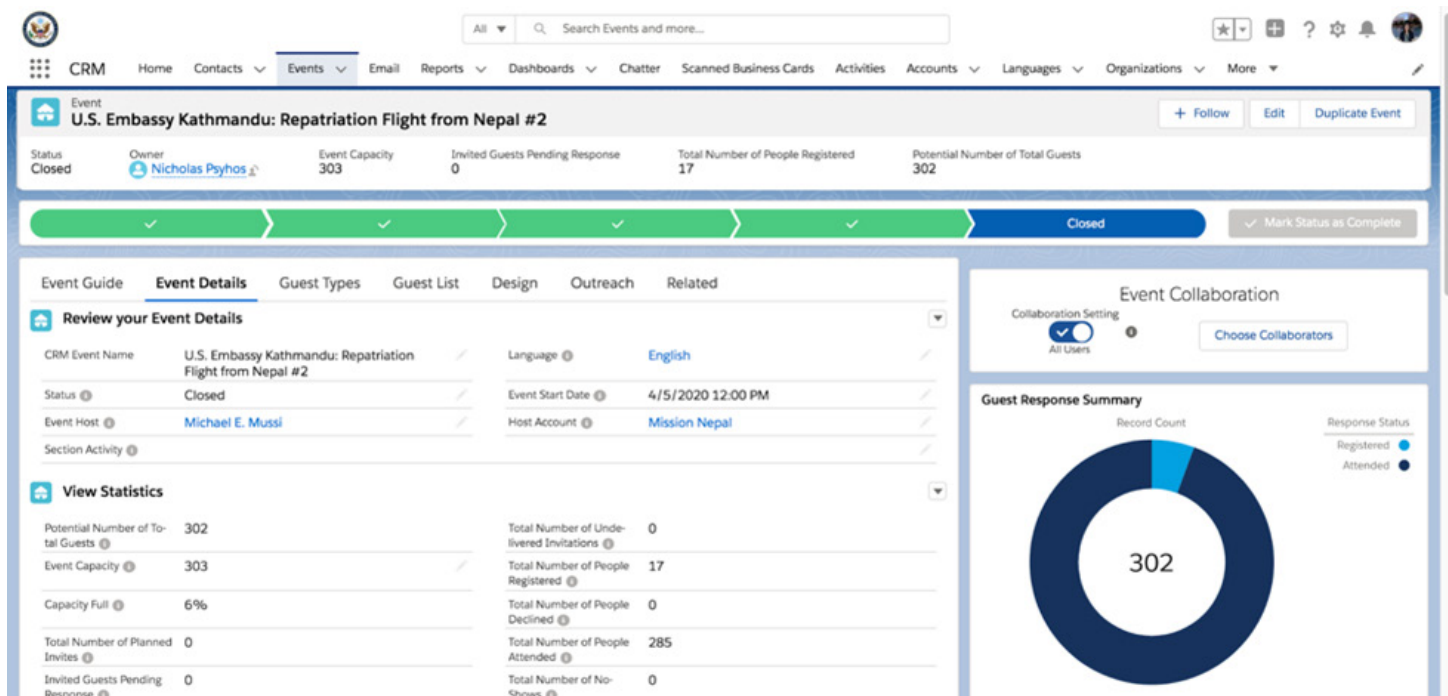
The Digital Lab introduced a new product branding system that increases flexibility for promoting policies, products, and services, while ensuring cohesive communications and content quality as new offices and programs emerge. The U.S. Department of State Brand System Platform (<https://brand.america.gov>) offers standardized brand elements and guidelines (to include the Department seal, the U.S. flag, color palettes, typography, templates, and letterheads) on digital platforms and print materials.

Contact Relationship Management (CRM) Office

GPA equips personnel with new and powerful tools to collect, manage, share, and use critical information. The Office of Contact Relationship Management (CRM) leads the Department's enterprise deployment of Salesforce CRM, a platform that is redefining how posts manage the Department's most important currency: relationships. CRM is the Department's cloud-based, mobile-ready platform for contact management, email marketing, analytics, and event planning. The platform's analytics enable Department principals' real-time visibility into field-driven email engagement, and the centralized platform ensures that missions apply branded email templates, establishing consistent and unified messaging.

CRM: Embassy Kathmandu's Innovative use of CRM for COVID-19 Repatriation Flights

While the CRM platform is intended for organizing official events, Mission Nepal leveraged CRM's event, contact, and email functionalities to develop a COVID-19 repatriation flight manifest. The mission created an "event" in CRM reflecting the date and time of the expected flight, imported information for all who had expressed interest, tracked those who accepted or declined the flight, including potential standbys, sent information and reminders to travelers leading up to the flight, and checked in travelers at the airport on departure day. This was extremely useful for tracking no-shows in real-time and adjusting the flight manifest to accommodate standby passengers.



CRM COVID-19 Repatriation Tracker

CONTENT TEAM

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
N/A	N/A	N/A	N/A	\$10.50 million

GPA's Content team, which includes the Design and Editorial Office and the Video Office, supplies the Department with materials that convey U.S. policies, and the ideas and principles that underpin them, to diverse audiences around the globe. Working closely with Digital Strategy, the Content team enhances the visual appeal and effectiveness of graphics and other materials featured on the Department's flagship social media accounts. The team also highlights content distributed by Media Hubs and utilized by the Secretary and the Department Spokesperson. Content offices additionally deliver traditional public diplomacy materials to explain U.S. society, culture, and everyday life to foreign audiences. To ensure that GPA targets the right audiences with the right messages at the right place and time, GPA's content creators and distributors integrate insights from the Research and Analytics team into their work. Content creators work in all relevant platforms and deliver live and recorded video, original video products, virtual webchats, editorial content, infographics, photo panels, and other content forms as required.

Design and Editorial Office

The Office of Design and Editorial Content produces platform-specific content to advance foreign policy priorities or messages on American values in collaboration with bureaus and posts that resonate with foreign audiences. The office publishes infographics, acquired images, downloadable posters, short articles, and other materials to the multi-language ShareAmerica platform, which facilitates dissemination to target audiences via Department social media and websites. Dedicated ShareAmerica landing pages provide frequently updated collections of videos, graphics, and texts on a wide range of topics. The office maintains a rights-free image bank popular with social media managers in the field.

Video Office

GPA's Video Office has two divisions, the Broadcast Division and the Video Production Division. The Broadcast Division provides live video signal acquisition and global transmission services to communicate the activities and policy messages of the Secretary, Department spokespersons, and other senior U.S. government officials. The Broadcast Division also offers coverage to broadcasters, as well as web and social media platforms. The Video Production Division produces original video and live, interactive webchats designed to advance the Department's foreign policy objectives by amplifying strategic messaging. This division has three core focus areas: 1) the Secretary and the Spokesperson, providing video production support both on the road and in Washington; 2) news cycle video content for the Department's flagship social media platforms; and 3) highly produced, targeted content supporting foreign policy priorities and messaging on American values in collaboration with bureaus and posts.

The Video Office produces a variety of leveraged products for domestic and foreign mission usage. Spokesperson Video Press Statements, a new recorded video product, address region- and policy-specific needs by expanding distribution of Spokesperson statements beyond the briefing podium to bureaus, posts, and media hubs. Additionally, the office can provide music, footage, and graphics for post-produced videos. Through an agreement with Storyblocks, a private sector source of stock media options, GPA provides posts with access to thousands of high quality, royalty-free music soundtracks, footage, photos, and motion graphic templates for use in post-produced videos and other multimedia content.

RESEARCH AND ANALYTICS TEAM

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned
N/A	N/A	N/A	N/A	\$11.97 million

The Research and Analytics team brings social and information science expertise to plan, monitor, course-correct, and evaluate GPA-led communications projects. GPA researchers study issue awareness and opinions of target audiences by leveraging existing research from the interagency, the private sector, and the academic community, as well as through commissioned polls, focus groups, and message tests. GPA analysts observe and report on foreign information environments and monitor Department-owned messaging platforms to enhance U.S. government communicators' situational awareness.

GPA's marketing team takes a data-informed approach to deploy digital and traditional modes of advertising, at home and abroad in partnership with posts, to support Department initiatives in which promoted content makes a meaningful difference in achieving opinion, awareness, or behavior changes among key audiences. GPA's data scientists develop and deploy new technologies to advance data-informed communications at scale. Together, these teams help the Department and posts cut through complex information environments overseas to reach target audiences with credible, resonant messages, on platforms they use, and at times these audiences are most engaged.

Office of Research

The Office of Research provides audience research tools and materials to develop more effective messaging and information outreach campaigns grounded in an understanding of target audiences' attitudes and beliefs. In addition to traditional audience research, such as surveys and focus groups, this team engages in message testing to help provide critical insights about how to make content more engaging and persuasive to target audiences. The team also supports international digital marketing campaigns with search, social, and display advertising as resources allow. The Office of Research furnished the data for a recent campaign that provided critical information about repatriation to the United States at the outset of the global COVID-19 pandemic.

Office of Analytics

The Office of Analytics houses the Department's capacity for monitoring and analyzing its more than 2,500 digital properties and websites. It provides fast-paced global media environment analysis and trend spotting across digital, social, and traditional mediums as well as quick-turnaround media monitoring support during and outside of regular business hours. Within Analytics, the Media Monitoring Unit (MMU) provides timely media monitoring, covering U.S. policy priorities, principal travel, major events, and breaking news. The MMU uses data science and analytical tools to evaluate the effectiveness of the Department's strategic communications in digital and social media. GPA can now track and continuously update its content to more effectively influence public perceptions and behaviors.

Office of Analytics Data Science Unit: ClipsLab

The Data Science Unit in the Office of Analytics serves both the Offices of Research and Analytics by building in-house and/or accessing third-party tools to help analysts and researchers analyze media and automate otherwise tedious data collection tasks. The Data Science Unit builds and maintains several custom tools to meet specific monitoring and analytical needs. One such tool, ClipsLab, breaks news into categories and subcategories for further analysis, using both commercial streams of data and custom machine learning algorithms while tracking article volumes over time.

GPA INTEGRATION: PROGRESS REPORT AND NEXT STEPS

Once the merger of PA and IIP was finalized in May 2019, GPA set to work implementing the vision of a global, integrated communications operation. Communicating within the bureau and to the Department was a critical first step in ensuring colleagues' continued awareness of the merger changes and clarifying how to work with GPA to share American values and foreign policy priorities. Efforts such as hosting regular informational sessions to introduce teams, skills, and tools across the new bureau, as well as standing up internal communications of GPA leadership and operational updates, have helped keep staff informed of new changes resulting from the merger and learn about their new organization. The bureau communicated several internal notices to Department staff and messages to the field to clarify to external partners how to best work with GPA to support global U.S. foreign policy messaging priorities.

From there, the bureau embarked on a strategy development process, holding facilitated sessions or "offsites" with each office to outline how teams throughout the bureau support the Department's overall mission. By starting strategy development efforts at the office-level and moving from the ground up, GPA was able to first help offices and teams redefine their work and focus as part of the new bureau, and then apply those plans to the next step of creating the bureau's first Functional Bureau Strategy, which guides how GPA will deliver on its objectives as a bureau.

As a result of this collaboration, GPA not only created a strategic plan, but also identified several areas where new bureau entities could improve their processes and better collaborate to meet GPA's goals and objectives. The bureau assessed and conducted process improvement efforts to address these areas of opportunity and will continue to do so throughout FY 2020. GPA also established a quarterly strategic review process to track the bureau's progress against achieving its strategic goals, objectives, and milestones at a bureau level. That process includes biannual leadership meetings to discuss major accomplishments, roadblocks, and opportunities for improvement. In mid-2020, GPA will begin a bureau-wide program design and evaluation effort for its major programs and lines of effort. This effort will help GPA to identify theories of change and meaningful performance indicators to measure impact. Together, the new performance management efforts the bureau has established should help capture and communicate GPA's impact, best practices, lessons learned, and foster a culture of continuous improvement across the bureau.

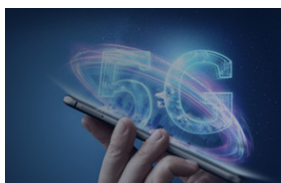
GPA also expanded on its pre-merger tradition of listening to and acting on staff feedback by launching a permanent Staff Advisory Forum to provide continuous feedback on workforce challenges and opportunities. This forum regularly convenes employees to discuss and propose solutions in areas of bureau culture, diversity, and cross-bureau collaboration. Following its launch, this group also completed "pulsecheck" surveys with nearly every office in GPA to gather staff feedback regarding challenges and opportunities to improve bureau operations and to better meet employee needs.

SPOTLIGHT:

GPA MESSAGING CAMPAIGNS

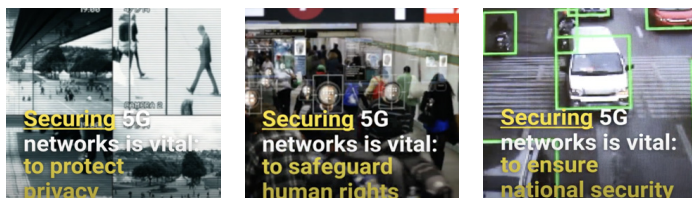
GPA developed an approach to the conduct of proactive messaging campaigns around the Department's foreign policy priorities on a global scale, while allowing for regular engagement on the "news of the day." This gave the Department the ability to respond to the unpredictable, fast-paced nature of world events as well as rapidly changing media priorities while still dedicating time and attention to foreign policy priorities.

5G Messaging Campaign



In January 2020, the European Union (EU) member state-led, European Commission-supported Network Information Security Cooperation Group released a 5G "risk mitigation toolbox," providing recommended measures to address the risks to

5G telecommunications networks identified in the October 2019 coordinated risk assessment report, including those posed by high-risk vendors. GPA led the Department's 5G messaging campaign, providing engagement and persuasion testing to encourage focus countries to allow only "trusted vendors" to enter into their future 5G telecommunications networks to protect national security, privacy, intellectual property, and human rights.



Screengrabs from a video on 5G

Iran Communications Campaign

In 2019, GPA focused not only on highlighting the maximum pressure campaign on the Iranian regime but also on supporting human rights for the Iranian people. The bureau executed a new strategy of creating more direct dialogue with the Iranian people and the diaspora through videos, roundtables and speeches on human rights, reiterating USG support for the Iranian people.



Screengrab from a video on the Iranian regime's nuclear extortion

Specifically, the Content team supported weekly Iran messaging content translated into Persian and programmed to the diaspora, among other key audiences. GPA amplified these messages on the Department's Persian Twitter account, @USAdarFarsi. GPA also launched an extensive international media campaign featuring more than 125 interviews and more than a dozen telephonic press briefings with foreign media outlets.

Venezuela Communications Campaign

GPA supported the Department's efforts to raise the visibility of Venezuela's interim president Juan Guaidó and the Democratic Transitional Framework while isolating the Nicolás Maduro regime. Despite the Maduro regime's routine blocks on external communications and the relocation of U.S. Embassy Caracas to Washington and Colombia, GPA consistently reached Venezuelans in Venezuela and advanced the U.S. narrative around the world.



Screengrab from a video featuring a Venezuelan citizen

Working with the Bureau of Western Hemisphere Affairs and the Office of the Special Representative for Venezuela, GPA launched a targeted information campaign with persistent media engagement,

including more than 100 interviews with nearly 50 outlets, featuring 16 U.S. government officials or spokespersons, to deliver key messages about the illegitimate Maduro regime in 2019. This campaign reached audiences as far away as Europe, the Middle East, and Africa.

Ongoing analytics efforts pinpointed products and messages that most resonated with key audiences. This resulted in a series of video narratives and poignant testimonials that underscored the humanitarian cost of the Maduro regime while emphasizing the benefits of U.S. assistance to Venezuelan refugees. This content has been picked up by social media users and independent media outlets.



Screengrabs from a video on restoring Venezuela's democracy

GLOBAL ENGAGEMENT CENTER



GLOBAL ENGAGEMENT CENTER (GEC)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned	FY 2021 Requested
\$16.30 million	\$35.78 million	\$54.37 million	\$56.20 million	\$59.30 million	\$138.00 million

OVERVIEW

The Global Engagement Center's (GEC) mission is to "direct, lead, synchronize, integrate, and coordinate efforts of the federal government to recognize, understand, expose, and counter foreign state and foreign non-state propaganda and disinformation efforts aimed at undermining or influencing the policies, security, or stability of the United States and United States allies and partner nations."

The GEC aims to be a forward-looking, innovative organization that can shift focus quickly to remain responsive to agile adversaries. The GEC leverages data science, advertising technologies, and private sector talent. With detailees from across the interagency, the GEC coordinates U.S. government efforts to counter propaganda and disinformation to ensure they are streamlined and to minimize duplication. The GEC approaches the task of undermining terrorist ideology and state-sponsored disinformation with the understanding that the people and groups closest to the battlefield of narratives are the most effective in countering them.

The FY 2017 National Defense Authorization Act (NDAA) (as amended by the FY 2019 NDAA) provided numerous legal authorities, including a Privacy Act authorization, which permit the GEC to meet the rising demand from the interagency and international partners for effective data analytics. The NDAA also expanded the GEC's grant making authority, increasing the range of support that the GEC can provide to foreign non-governmental organizations, think tanks, and other organizations.

Budget

The GEC's total FY 2019 enacted budget of \$56.2 million funds the office's operations, counterterrorism programming, counter state-sponsored disinformation programming, data analytics and research, and its technology engagement efforts. Additionally, the FY 2019 NDAA authorized the Department of Defense (DoD) to transfer up to \$60 million to the State Department to support the GEC's efforts annually through FY 2022. However, the GEC received only \$5 million in DoD funding in FY 2019. The DoD did not transfer any funds in FY 2020, and the GEC does not anticipate receiving DoD funds in either FY 2021 or FY 2022.

Personnel

Led by a Special Envoy and Coordinator, the GEC Front Office also includes a Principal Deputy Coordinator, two Deputy Coordinators, a Senior Advisor, and a Chief of Staff. Currently, the GEC has 16 Foreign Service Officers, 19 Civil Service employees, seven temporary (3161) hires, seven interagency detailees/liaison officers, 40 third-party contractors, 44 service contractors, and nine Personal Services Contractors. The GEC is working to onboard up to 13 new interagency detailees or liaison officers during FY 2021.

PRINCIPAL LINES OF EFFORT

The GEC has a mandate to energize, connect, and focus a network of U.S. interagency and international partners that decisively exposes and counters foreign disinformation and propaganda. The GEC has identified several lines of effort (LOEs) to achieve its mission. The first three focus on leading, synchronizing, integrating, and coordinating U.S. interagency, international partners, private sector, civil society, technology industry, and media networks to maximize the GEC's ability to orchestrate the exposure and countering of state and non-state actor disinformation efforts.

The GEC's fourth LOE requires continuous assessment and improvement of its own activities as well as those of its interagency and international partners. The GEC's Monitoring, Evaluation, and Learning Team is responsible for planning, monitoring, data collection, assessing, and reporting on the GEC's performance and impact. To make these assessments, the GEC uses a multi-layered approach that evaluates the success of the GEC. Finally, the GEC's fifth LOE strengthens its own workforce in terms of personnel, workspace, and budget. This LOE also reviews internal processes and makes organizational changes to optimize resource management.

The GEC's unique authorities and congressional mandate to direct and lead the interagency in countering state and non-state disinformation and propaganda provide the Department with critical capabilities to promote strong integration and collaboration among U.S. government internal and external stakeholders.

KEY THEMES AND FUNCTIONS

The GEC's threat-focused teams coordinate U.S. government activities and conduct programs worldwide that carry out the organization's congressional mandate to counter propaganda and disinformation by state and non-state actors. They also seek to provide insight on counterterrorism, Russia, China, and Iran to U.S. interagency, international partners, private sector, civil society, technology industry, and media networks. Additionally, the GEC has created an Interagency and International Coordination Cell to provide a forum for a continuous exchange of information concerning U.S. government efforts against state and non-state sponsored disinformation.

Threat Teams

- The **GEC Russia Team** seeks to understand, oppose, and degrade Russia's global implementation of information confrontation through leadership of policy, programmatic, and analytic efforts across the USG interagency and with foreign partners. The team works in close collaboration with the Bureau of European and Eurasian Affairs (EUR), U.S. European Command, many other interagency partners, and a network of foreign government teams with similar missions to forge consensus on vulnerabilities and needs, and to synchronize and deconflict programs and other efforts. In 2019, in addition to its continuing focus on Europe, the Russia Team expanded its programming, particularly in Latin America.
- The **GEC China Team** works closely with the Bureau of East Asian and Pacific Affairs, the Deputy Secretary's office, and other State Department bureaus to ensure strategic alignment with policy priorities. The team also continues to engage and coordinate closely with the interagency, including the Department of Defense, and international partners to achieve maximum effect. GEC China has designed a global strategy to counter Chinese Communist Party (CCP) disinformation and propaganda efforts. The programmatic strategy is global in scope and aims to 1) boost understanding of CCP propaganda and disinformation to promote informed decision making; 2) build resilience to disinformation and propaganda with programs that develop a more capable civil society and media; and 3) support content development and amplification of positive USG messaging.
- The **GEC Iran Team** coordinates the U.S. government's interagency efforts to counter disinformation and propaganda inside and outside of Iran, assisting partners to expose the Iranian regime and ensure that partners have the latest assessments and analytics to support USG interests.
- The **GEC CT Team** leads the planning, coordination, and implementation of U.S. interagency and international partner campaigns that counter propaganda and disinformation, disrupt and frustrate the design of Violent Extremist Organizations (VEOs), and degrade their ideologies. The CT Team also convenes and strengthens networks of U.S. government and foreign partners, including allies, the Global Coalition to Defeat ISIS, partner nations, and the private sector, to recognize, understand, expose, and counter VEO propaganda and disinformation. The CT Team inoculates vulnerable audiences and builds self-sustaining resiliency to violent extremist propaganda, disinformation, and ideologies through engagement and programming with local, national, and regional public/private partners and networks.

Functional Teams

The GEC Functional Teams focus on effectively and efficiently complementing and enhancing the work done by other parts of the organization through analytics, research, technology engagement, and resourcing.

- The **GEC Analytics & Research (A&R) Team** uses quantitative analysis (with context-specific qualitative input) to provide actionable insight to address disinformation and propaganda and shape strategic communication efforts. A&R is a multi-disciplinary team, including data scientists, statisticians, intelligence analysts, strategic communications professionals, and geopolitical subject matter experts. This combination of professionals provides a range of skills to effectively address malign influence.
- The **GEC Technology Engagement Team (TET)** defends against foreign disinformation and propaganda by transitioning counter-disinformation technologies from concept to application in support of smart policies and operations. TET convenes technology experts and programmatic authorities from the public and private sectors and pushes innovation against this key problem. TET has developed a unique, dedicated U.S. government effort to identify, assess, test, and implement technologies against the problems of foreign propaganda and disinformation, in cooperation with foreign partners, private industry, and academia. Its programs include the Washington-based Tech Demo Series, overseas Tech Challenges, a technology Testbed, and an information repository at disincloud.com.
- The **GEC Resources Team** executes all internal management functions, liaises with all management-related external parties, and manages the execution of the Information Access Fund. It works to ensure that resources are aligned and integrated to enable the activities of other GEC offices and to advance the overall mission.
- Under the **GEC Policy, Plans and Operations Division (PPO)**, the International and Interagency Coordination Cell (I2C2) provides connectivity with interagency and international partners to accelerate responses to adversary propaganda and disinformation. The I2C2's liaison officers implement the GEC Strategic Plan's LOE to establish a network of interagency, international, private, civil society, tech industry, media, and private sector partners. The PPO also includes a Network Engagement and Training Cell that cultivates partnerships with foreign civil society, advocacy, communications, and other networks in order to build and leverage GEC capabilities.

REPRESENTATIVE EXAMPLES OF OPERATIONAL EFFORTS

Campaign and Research Support

- GEC inaugurated the bi-weekly Election Security Synch, which continued to convene virtually despite COVID-related restrictions, bringing together U.S. government entities responsible for securing the elections to include DHS, FBI, and the Intelligence Community. The synch has provided a forum for the interagency to share information and best practices in countering disinformation and propaganda on elections.
- GEC coordinated the planning, development, and implementation of the NSC-approved Defeat-ISIS Resiliency Campaign. The Resiliency Campaign supports the Defeat-ISIS Global Campaign Plan overseen by the Special Envoy for Countering ISIS (SECI). The Global Coalition's Communications Working Group – comprised of 32 member nations – has adopted this framework to build resiliency of populations vulnerable to ISIS intimidation and coercion while degrading the organization's legitimacy and ideology. In support of the Resiliency Campaign, GEC is leading the development, coordination, and implementation of an operation that fully integrates and leverages the combined authorities of the State Department, Department of Defense, and the Intelligence Community along with numerous partner nations to degrade the legitimacy of ISIS Amir Muhammad Sa'id Abdal-Rahman al-Mawla. The operation seeks to utilize previously unknown facts that undermine the leader and his deputies' legitimacy and credibility to weaken the organization's overall appeal.
- GEC China supported the development of a "China Defense Universities Tracker," a comprehensive public resource on the military research and security links of over 160 Chinese universities and research institutions. The database is intended to help governments, universities, and researchers worldwide understand the risks of collaboration with Chinese institutions, given the Chinese government's pursuit of military-civilian fusion. The tool is intended to raise awareness and the standard of risk-management and due-diligence work conducted by Western universities and research institutions.

Targeted Campaign and Outreach Initiatives

- Support for the North Macedonian government to hold a successful NATO referendum
- Identification and exposure of Russian amplification of social unrest in Latin America
- Production of content that captured the anti-Iranian nature of Iraqi protests and delivered it to 16 media markets, 11 networks, and 5 million households
- Prevention of Russian propaganda domination of the social media conversation about the 75th anniversary of Victory in Europe
- Support for Taiwan's efforts to inoculate against election interference in its 2020 elections
- Leadership of counter-disinformation technology implementation in support of DoD's Information Warfare Task Force – Afghanistan

- Sponsorship of a program to develop technological countermeasures against text-based "deepfakes" with DoD's Combating Terrorism Technology Support Office
- Initiation of the development of an online counter-disinformation game with the Department of Homeland Security against foreign disinformation during the 2020 U.S. presidential election
- Organization of the U.S.-Taiwan Tech Challenge in Taipei, leading to the use of new counter-disinformation technology against Chinese disinformation
- Organization of the U.S.-UK Tech Challenge in Bristol, UK, providing a new technological tool for the UK government's use against Russian disinformation

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAM SUPPORT

The GEC supported public diplomacy programs to do the following:

- Utilize data science tools to understand, map, and expose state and violent extremist sponsored disinformation and propaganda;
- Continue efforts to counter state-sponsored propaganda and disinformation in close coordination with relevant regional bureaus, the interagency community, foreign governments, and civil society;
- Enhance cooperation with grassroots messengers who provide unique expertise on counter-recruitment, counter-ideology, and counter-disinformation efforts;
- Fund partners through the Information Access Fund and support U.S. Missions to counter foreign disinformation and propaganda, an authority granted by the FY 2017 NDAA;
- Fund foreign partners' implementation of specialized technologies against foreign propaganda and disinformation; and
- Convene overseas conferences and training, such as the overseas Tech Challenges, in the use of technologies against foreign propaganda and disinformation.

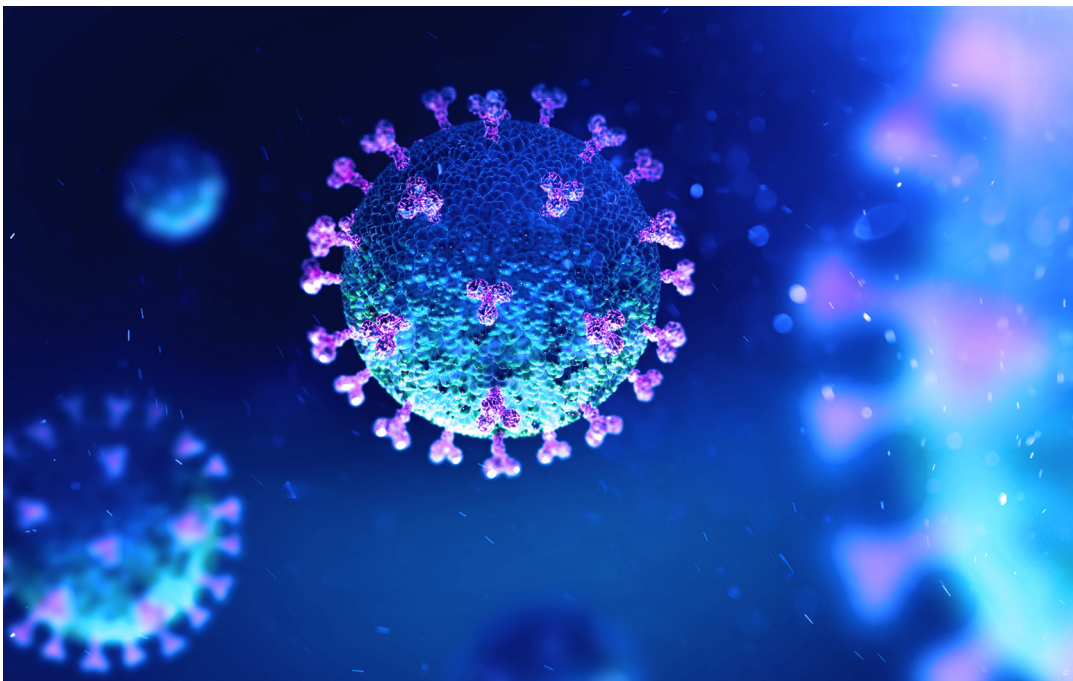
LOOKING AHEAD

The GEC is evolving to meet its mandate, undertaking new and expanded roles as its capacity and personnel increase. Over the next 12 months, the GEC is slated to double its personnel and expand its interagency coordination role with a fully staffed international and interagency coordination cell. Each threat team – China, Russia, Iran, and CT – will institutionalize processes for interagency coordination in support of a whole-of-government effort to counter state and non-state sponsored propaganda and disinformation. Additionally, the GEC seeks to lead the interagency in technology testing and implementation through its technology engagement programs.

America's adversaries will continue to employ propaganda and disinformation to undermine U.S. national interests. Their methods are likely to grow in scope and sophistication. With additional resources and support from key stakeholders, the GEC plans to build on its progress in developing the capacity to mitigate the destabilizing effects of state-sponsored disinformation and disrupt terrorist organizations' ability to recruit and inspire new followers.

SPOTLIGHT:

TREND RECOGNITION DURING THE GLOBAL HEALTH CRISIS



Malign state-backed actors took advantage of the COVID-19 pandemic to undermine the United States and its relationships with allies and partners through disinformation and propaganda campaigns. Specifically, Russian, Chinese, and Iranian information ecosystems promoted false narratives claiming the United States caused or exacerbated the COVID-19 global pandemic.

To push back against these narratives, the GEC's experts and trusted partners tracked and identified their origins. For example, the GEC and EUR were the first to uncover and publicly expose how Russian proxies began spreading conspiracy theories about the origins of the virus in late January 2020. This included their allegation that COVID-19 was the product of a U.S. bioweapons program. GEC also tracked China's effort to present itself — falsely — as the lynchpin of a global solution to the crisis and the Iranian regime's effort to obscure its own failures with propaganda and disinformation about the virus.

Additionally, the GEC and its partners are following ISIS and al-Qaeda exploitation of the virus by portraying it as a divine punishment against Western powers, criticizing governments in Muslim-majority countries for closing mosques to reduce the spread of the virus, and encouraging terror attacks as security forces enforce safety measures. Religiously motivated violent extremist (RMVE) actors take advantage of mandatory quarantines that have led mostly youth to spend more time online to spread their ideology, leveraging conspiracy theories and blaming minority groups for the pandemic, and to promote violence against minorities. Finally, the GEC developed a specialized technology developers' group during the COVID-19 pandemic to gather and publish technological best practices against COVID-19-related disinformation. The GEC will continue to leverage its in-house expertise on campaign planning, target audience analysis, and ad-tech to further this work.

FOREIGN SERVICE INSTITUTE



An FSI instructor leads an interactive training session.



FOREIGN SERVICE INSTITUTE PD TRAINING DIVISION (FSI)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$2.22 million	\$2.25 million	\$2.25 million	\$2.22 million	\$2.22 million

STRATEGIC OVERVIEW

The Department of State Foreign Service Institute (FSI) at the National Foreign Affairs Training Center provides training and professional development to personnel of the Department of State and the foreign affairs community. The Public Diplomacy (PD) Training Division of the School of Professional and Area Studies at FSI offers instruction on the core functions of public diplomacy, strategic planning and analytical frameworks, and technical skills for practitioners to design and implement public diplomacy programming that advances U.S. policy goals and interests.

FSI PD Training includes a core tradecraft continuum that provides a common knowledge base for all officers and specialists heading to overseas assignments. Beyond the core tradecraft courses, the division offers a number of electives that provide training in basic skills required by a PD practitioner such as strategic planning, managing PD resources, social media and digital diplomacy, grants administration, managing cultural programs, and working with media. All PD courses integrate the latest technological tools employed by the office of Policy, Planning, and Resources (R/PPR) under the Office of the Under Secretary for Public Diplomacy and Public Affairs (R) to track programs, resources, and outcomes.

The FSI team provides training for all PD practitioners through 28 unique classroom courses (ranging from three days to three weeks) offered multiple times per year at FSI and overseas, and 12 distance learning courses. Annually, the courses draw 5,000 enrollments. All courses feature an interactive curriculum along with the latest educational technologies, reflective of the latest approaches and research in adult learning theory.

The PD Training Division includes an FS-01 Foreign Service Officer (FSO) Director, a Civil Service Deputy Director, six FSOs serving as course leads and trainers, two other Civil Service employees serving as a social media trainer and budget analyst, two locally employed staff (LES) responsible for overseas sessions and special projects, contract program assistants providing admin support, and a number of Reemployed Annuitant/While Actually Employed (REA/WAE) staff as additional instructors.

MAKING PD TRAINING STRATEGIC

A decade ago, much of PD training focused on the mechanics of administering individual activities. Courses would routinely feature a parade of public servants who explained the intricacies of each program. Beginning several years ago, the PD Training Division restructured courses to place policy promotion at the center of PD activities. Broadly speaking, all PD training courses at FSI

now aim to provide students with the skills to identify policy objectives and develop and implement strategic campaigns to achieve those goals.

Rather than merely lecturing to students, course instructors facilitate interactive exercises that guide students through strategic planning models to ensure engagement is targeted, achievable, and measurable. Students learn to define critical audiences, identify the behaviors initiatives aim to affect, and develop core messages and themes—all before practitioners choose a specific program, approach, or mechanism. Students also learn how to measure and evaluate program success and determine appropriate follow-on engagement. Equally important, courses stress the importance of collaborating closely with other State Department and interagency colleagues in public diplomacy planning and implementation.

SUPPORTING PD MODERNIZATION EFFORTS

PD Training plays an integral role in the Office of the Under Secretary for Public Diplomacy and Public Affairs' PD Modernization efforts. Beginning in 2017, FSI merged information and cultural courses for locally employed (LE) staff into unified classes. This reinforced a key component of staff modernization—breaking down culture/information section stovepipes—even before most posts started restructuring. The newly designed courses, one foundational and one for more seasoned LE staff, demonstrate the benefits of a collaborative approach across a section. PD Training also strengthened the curriculum to address and update the core skills required by the modernization.

Similarly, to mirror the success with the LE staff training, the PD Training Division is retooling courses for information and cultural affairs officers. Starting in 2020, tradecraft courses for information and cultural officers will share the same curriculum focusing on providing the core skills to design strategies that achieve policy priorities. In 2021, a unified three-week Public Diplomacy Officer tradecraft module will replace the separate courses.

To ensure that PD staff at embassies and consulates across the globe are getting the right training at the right time during the rollout of the modernization efforts, FSI is working closely with R/PPR and others to expand strategic planning and LE staff course offerings. Because of the Covid-19 crisis, PD Training has begun to offer many of its courses virtually through recorded presentations, in-person webinars, interactive activities, and self-guided study. As the situation evolves, FSI will evaluate these virtual training options and explore the continuation of some thematic and/or post-specific virtual offerings.

LOOKING AHEAD

FSI PD Training works closely with R/PPR, other elements of the R family, and regional bureaus when designing courses and modules to ensure content is relevant and consistent and develops the skills necessary for PD officers to advance policy goals. PD Training also coordinates with other divisions at FSI to include PD-focused content in other courses so that other

foreign affairs professionals understand the goals, opportunities, and capabilities of public diplomacy. Looking to the future, in line with the Department's broader strategic vision, PD Training will continue to expand modules and courses focusing on content creation, audience analysis, data literacy, network development, and monitoring and evaluation.



U.S. PUBLIC DIPLOMACY IN AFRICA



YALI Mandela Washington Fellows participate in a pre-departure orientation session at U.S. Embassy Kinshasa (May 2019).



BUREAU OF AFRICAN AFFAIRS (AF)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$39.53 million	\$40.86 million	\$47.17 million	\$44.18 million	\$43.27 million
American Salaries	\$14.13 million	\$13.56 million	\$18.82 million	\$20.26 million	\$18.82 million
Supplemental	\$11.93 million	\$6.30 million	\$5.12 million	\$5.85 million	\$2.38 million
BBG/USAGM	\$24.98 million	\$28.28 million	\$30.60 million	\$28.83 million	\$31.44 million
Total	\$90.57 million	\$89.00 million	\$101.71 million	\$99.12 million	\$95.91 million

STRATEGIC OVERVIEW

U.S. public diplomacy goals for sub-Saharan Africa align with U.S. foreign policy objectives outlined in the Administration's National Security Strategy to foster mutually beneficial U.S.-Africa partnerships that advance economic opportunity, security, and effective governance; improve the rule of law; and develop institutions accountable and responsive to their citizens. U.S. policy priorities, established by the Administration's Africa Strategy announced in December 2018, include promoting prosperity through trade and investment, strengthening security, and striving for stability. The bureau's economic agenda places a high priority on unleashing the potential of Africa's burgeoning youth population as a force for economic innovation and prosperity and a positive alternative to violent extremism and despair. The bureau also prioritizes demonstrating the United States' unwavering long-term commitment to Africa through foreign assistance, development programs, diplomatic relations, and public diplomacy engagement.

The Office of Public Diplomacy and Public Affairs (AF/PDPA) in the Bureau of African Affairs (AF) is staffed by 23 direct hire employees who provide public affairs support to the bureau, and public diplomacy strategic direction, policy guidance, mentoring, and administrative and program support to the bureau and to Public Diplomacy (PD) Sections in the field. AF/PDPA's Africa Regional Service Office in Paris also provides program support and resources in English, French, and Portuguese, as well as mentoring to PD staff the field. The bureau's PD budget of approximately \$40 million annually supports local employee salaries and program funds for public diplomacy operations in 46 U.S. embassies and four consulates in sub-Saharan Africa. Staffing overseas includes 99 U.S. Public Diplomacy Foreign Service Officer and 458 Locally Employed Staff positions. AF's public diplomacy practitioners use traditional and social media to reach both mass and segmented audiences, and draw on a wide range of PD programs, exchanges, resources, tactics, and engagement activities to better understand, inform, and influence foreign audiences and public opinion, and to advance U.S. interests in the region.

Sub-Saharan Africa faces a number of strategic challenges that shape the public diplomacy program environment and programming capacities. These include the following:

Threat of Terrorism

According to some estimates, Boko Haram, operating in Nigeria and neighboring countries, is responsible for more deaths than any other terrorist group in the world, including ISIS. In Africa, ISIS formally recognized a number of new branches and networks in 2019, and ISIS-affiliated groups were active across the continent, including in the Sahel, the Lake Chad region, and East Africa. Al Qaeda affiliated groups pose a threat in the Sahel, while Al Shabaab in the Horn of Africa is among the world's most active and dangerous terrorist groups. Contributing factors include poor technology and limited infrastructure in vulnerable areas, weak partner institutions, difficult working and living environments, and civil unrest.

China and Malign Actors

African economic potential is still largely untapped; however, unscrupulous foreign governments are aggressively ramping up efforts to politically influence governments and publics, economically exploit resources, and promote corruption that undermines African democracies. By contrast, the United States' extension of the African Growth and Opportunity Act, the passage of the BUILD Act, the establishment of the Development Finance Corporation and the Prosper Africa and Power Africa initiatives, and the creation of Embassy Deal Teams across the continent all support trade and investment that will benefit the people and countries of Africa and the United States.

Health

Africa is vulnerable to health emergencies; however, nowhere is the United States' long-term commitment to Africans more evident than in its more than \$100 billion investments over the past decade in health care systems and sustained efforts to fight the scourges of Ebola, malaria, and now COVID-19.

Youth

While Africa's burgeoning "youth bulge" presents enormous challenges to the ability of governments and societies across sub-Saharan Africa to meet this demographic group's aspirations for education and employment, it also offers an enormous opportunity. African youth represent a new generation of forward-looking thinkers, entrepreneurs, innovators, and civic leaders who are not constrained by old political ideologies, and who are eager to test new solutions that empower them to drive social and economic change. For many, the United States offers attractive models of education, business, investment, free markets, and transparent government and business practices.

Staffing Constraints

Unfortunately, under-staffing affects AF/PDPA's efforts to address both challenges and opportunities in the region: 40 percent of PD Sections in AF's diplomatic missions are staffed by a single American officer, many of whom are serving in their first or second PD tour. To support them, and to enable them to meet prevailing challenges, AF/PDPA provides guidance, assistance, and temporary staffing support, holds sub-regional skills-building workshops, and sponsors a mentoring program that pairs less experienced officers with more seasoned ones. However, the long-term solution is additional American PD officers in the field and in support roles in Washington.

U.S. FOREIGN POLICY GOALS

The AF Bureau aids U.S. efforts to advance Africa's development, economic growth, and stability, and supports transitions to democracy and policies that promote security and economic opportunity. The effectiveness of U.S. leadership depends on the demonstrated commitment and sufficient resources for programs that engage and empower the full spectrum of Africa's governments and civil society. As Assistant Secretary Nagy testified to the House Foreign Affairs Committee in December 2018: "Africa is the continent of the future, but a future envisioned by Africans and not one seen as forced upon them, and success must ultimately come from developing African solutions to African problems. We must look at Africa through the windshield, NOT through the rear-view mirror."

Framed by the policy priorities elaborated in the Administration's National Security Strategy and its Africa Strategy, the Bureau of African Affairs and its overseas missions are focused on a clear set of objectives:

- Promote stronger trade and commercial ties between the United States and Africa by establishing increasing trade and investment and promoting a level playing field;
- Harness the potential of Africa's tremendous youth bulge as a force for economic ingenuity and prosperity, which is a counter narrative to violent extremism and despair;
- Advance peace, security, and development through robust partnerships with African governments, regional mechanisms, and civil society; and
- Counter propaganda and disinformation of China and other malign actors in Africa and make clear that the breadth and depth of the U.S. commitment to Africa is unmatched.

PUBLIC DIPLOMACY PROGRAM CONTEXT AND KEY AUDIENCES

Africa is home to the world's youngest population and highest growth rate, with the United Nations projecting a median age of 21.2 on the continent by 2030 – 13.4 years younger than the next lowest region's median age (in South America and the Caribbean). Nearly 70 percent of sub-Saharan Africa's population is under the age of 25, and half of overall global population growth in the next 30 years will occur in Africa. The prospects are good for advancing democratic governance, transparency, trade and investment, and economic growth with this young and dynamic audience, but progress is uneven across the continent. Therefore, key themes addressed through public diplomacy include youth and women's leadership and empowerment, democracy, good governance, freedom of information, entrepreneurship, higher education partnerships, and technology. Violent extremist groups, civil conflict, health and humanitarian crises, and the demographic "youth bulge" pose growing challenges to development and stability across much of the region. Countering those factors remains a focus of PD programming and media outreach across the continent.

Despite increasing access to available technologies, radio remains the strongest and most dependable medium for reaching African audiences, especially in local languages, and many mobile devices are equipped with FM receivers, reflecting this reality. Nevertheless, mobile phone usage has leapfrogged past landlines and hardwired infrastructure. Exact figures are hard to come by, as mobile phone subscriber rates are skewed by individuals using multiple lines, and multiple individuals sharing cell phones; however, GSMA, an association of mobile network operators worldwide, projects that unique mobile subscribers will exceed 50 percent by 2025, although that percentage varies widely from country-to-country across the continent. The use of smart phones with internet capability is increasing dramatically as well, despite the higher costs. National internet penetration rates in sub-Saharan Africa range from less than five percent to almost 90 percent, with usage concentrated in urban areas. User age, cost, government interference, and other factors also influence these rates.

With well over 700 million cell phone service subscriptions in sub-Saharan Africa, Public Affairs Sections focus increasingly on social media management, complementing U.S. embassies' public outreach via radio and other traditional media. The 70 social media managers in 50 U.S. diplomatic missions in Africa regularly analyze the local media environment and develop the most appropriate materials to engage audiences, also drawing on policy-driven content on multiple AF Bureau social media platforms managed by AF/PDPA.

Sub-Saharan African audiences still hold positive perceptions of the United States; however, statistics from the Pew Research Center in January 2020 show that positive perceptions of China have risen and, in some cases, surpassed those of the United States. For example, in Nigeria the figures for positive perceptions of the United States and China are 62% and 70%, respectively; in South Africa they are 50% and 46%; and in Kenya 60% and 58%. Africans in general, and the youth generation in particular, respond favorably to PD programs on issues for which the United States has a comparative advantage, such as science, technology, higher education, youth leadership, popular culture, and women's empowerment. Leveraging such programming and communicating its value to the African people is important for

reinforcing long-term U.S. commitment to the needs of Africans and support for development priorities on the sub-continent.

African diaspora communities in the United States are intensely interested in U.S. foreign policy, foreign assistance, and economic opportunity in Africa. As many maintain strong ties to sub-Saharan Africa, the bureau engages them to draw on their insights and understanding, and also to amplify through them information about U.S. policy implementation, promotion of trade and investment, and broad ranging U.S. commitment to the continent.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

Educational, cultural, and professional exchanges are high priority programs for the AF Bureau because they are among the most effective for creating deep and lasting connections, showcasing American academic, cultural, and artistic traditions, while promoting trust and a broader understanding of U.S. society and values. In addition, PD programming also seeks to foster and facilitate young Africans' participation in the global development of science, technology, and entrepreneurship to help grow their countries' economies.

The bureau and officers in the field rely on 128 American Spaces in capital and regional cities, as well as EducationUSA Centers, to provide effective forums to engage priority audiences – with an emphasis on youth and women. AF PD engagement also draws heavily on programs such as Fulbright academic and cultural exchanges, Hubert Humphrey Fellowships, International Visitor Leadership Program (IVLP) exchanges, U.S. Speakers, Sports United, and Cultural Envoy programs. Through English-language education, educational advising, and cultural, professional, and thematic programs – often held at American Spaces – U.S. embassies directly engage, inform, and influence audiences face-to-face. The Young African Leaders Initiative (YALI) has become a

forum to engage and support the rising generation of civil society, public service, and business leaders. Key audiences include youth, women, elected officials, entrepreneurs, traditional and social media practitioners, teachers, and academics, as well as think-tanks and members of often-marginalized groups.

Promoting higher education in the United States and developing university exchanges and linkages between African and U.S. institutions of learning remain PD priorities across Africa, with support from the AF Bureau's University Partnership Initiative (UPI), launched in 2019. As participants in educational, professional, and cultural exchange programs move into leadership positions in their own country, they are better prepared to support continued engagement in partnerships with the United States, not only at the government-to-government level, but also through the academic and private sector networks developed during their exchanges. Alumni of these programs return home to become advocates for expanding and solidifying ties with the United States within their local community and professional associations. Alumni are also essential in helping advance U.S. goals because they are more likely to understand the United States and be sympathetic to U.S. values and policies.



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Investing in Youth

Investing in youth is a global priority, and particularly urgent in Africa. In addition to YALI, other AF youth programs include the **English Access Microscholarship Program** (Access), which provides English language skills through an “American lens” to talented 14-18-year-olds from disadvantaged sectors of society through after-school classes and intensive summer sessions. The **Pan-Africa Youth Leadership Program** (PAYLP) offers approximately 150 high school students (ages 15-18) and educators from over 40 African countries the opportunity to explore the themes of civic education, youth leadership development, community engagement, and respect for diversity through three-week, intensive exchanges in the United States.

Promoting Stability and Countering Violent Extremism

Public Affairs sections at U.S. embassies across Africa are leading efforts to amplify moderate voices, provide counter narratives, and engage the most at-risk populations to counter the influence of violent extremist groups including Jama’at Nasr al-Islam wal Muslimin (JNIM), ISIS-Greater Sahara (ISIS-GS), ISIS-West Africa (ISIS-WA), Boko Haram in West Africa, and al-Shabaab in East Africa. Working within the AF Bureau and with partners at the Department of Defense, the U.S. Agency for International Development, the Global Engagement Center, and others throughout the interagency community, AF/PDPA continues to support successful programs, often through small grants, that strengthen local institutions’ efforts to address shared goals of reducing violent extremism.

Current initiatives in Burkina Faso, Cameroon, Chad, Mali, Nigeria, Senegal, Ethiopia, and Kenya, as well as regional programs, focus on building resilience in fragile communities, engaging women and youth in the prevention of recruitment by extremist groups, promoting interfaith dialogue and religious tolerance, as well as providing local populations with tools to fight violent extremism through the promotion of civil society and youth capacity building. For example, the Intergovernmental Authority on Development (IGAD) Center of Excellence for Preventing and Countering Violent Extremism (ICEPCVE), headquartered in Djibouti, is a regional hub for integrated CVE and PVE activities in East Africa, and a U.S. partner on regional programs that develop the capacity of local leaders and credible voices to advance CVE efforts across the region.

Empowering Women and Fostering Economic Growth

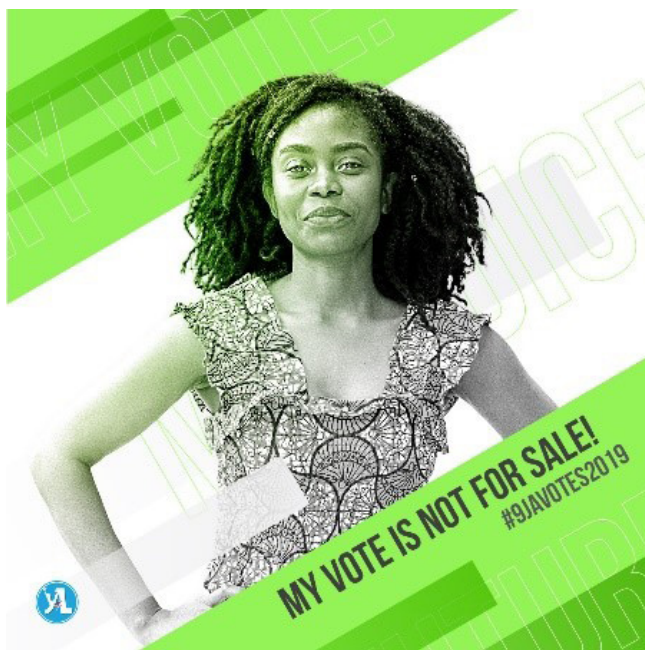
In fulfillment of the 2019 Women’s Global Development and Prosperity (W-GDP) Initiative, the first U.S. whole of government effort to advance global women’s economic empowerment, AF/PDPA supported women entrepreneurs through exchange programs such as the **IVLP**, **TechWomen**, the **Fortune - U.S. Department of State Global Women’s Mentoring Partnership**, **YALI**, and various small grants. Recently concluded initiatives such as the **African Women’s Entrepreneurship Program** (AWEP), led to the growth of 22 women’s business associations across Africa. Alumni of these programs now lead and help implement the **Academy for Women Entrepreneurs** (AWE), a worldwide initiative launched in March 2019 by ECA to support women entrepreneurs. AWE has been initiated in 16 countries in Africa: Benin, Botswana, Cote d’Ivoire, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe.

University Partnership Initiative

Development in traditional areas, such as agriculture and public health, remain priorities to support growth, control the spread of disease, and address the demands of a growing population. AF’s University Partnership Initiative, launched in 2019, seeks to nurture new and existing linkages between American and sub-Saharan African universities to take advantage of American competitive advantages in research and academia, while promoting stronger connections between Americans and Africans.

SPOTLIGHT:

YOUNG AFRICAN LEADERS INITIATIVE



YALI network “Naija Votes” campaign to promote youth participation in national elections.

The year 2020 marks the 10th anniversary of the Young African Leaders Initiative (YALI), the Department of State-led interagency initiative to engage the next generation of leaders across sub-Saharan Africa and advance U.S. foreign policy priorities by demonstrating the benefits of collaboration with the United States and Americans. YALI promotes leadership, entrepreneurship, public administration, and the strengthening of civil society through course work, skills and leadership training, and networking between participants and their peers in the United States and in Africa.

The Mandela Washington Fellowship, now the flagship U.S. government exchange program for young African leaders, hones participants’ skills through leadership institutes hosted by prestigious U.S. universities, a leadership summit in Washington, D.C., and short-term professional development experiences in U.S. workplaces. The number of Fellowship Alumni has grown to nearly 4,400. Upon returning home, Fellowship Alumni continue to grow the personal and professional connections made during the U.S.-based program to expand their networks, advance their professional objectives, and strengthen their home communities.

More than 17,000 Africans have completed courses at four **Regional Leadership Centers (RLCs)** sponsored by the U.S. Agency for International Development (USAID) at leading higher education institutions in South Africa, Ghana, Senegal, and Kenya. The RLCs collaborate with the private sector to provide in-person and online training, networking, and professional development opportunities focusing on YALI thematic areas that connect and empower young leaders.

The virtual **YALI Network** website boasts more than 650,000 members across the continent, engaging alumni, as well as those who are interested in YALI, but not able to participate in the Fellowship or RLC programs. The Network provides online resources and courses on entrepreneurship, health, public administration, community service, media literacy, and professional development to help young African leaders develop the skills and connections they need to become positive forces for change. To date, members have earned more than 450,000 online course certificates. The YALI Network also organizes online campaigns that challenge members to become engaged in advancing media literacy, democratic elections, entrepreneurship, health, and environmental protection.

AF POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Nigeria	\$6.28 million	\$2.10 million	\$4.10 million	\$712,714	\$4.18 million	\$1.05 million	\$4.13 million	\$1.17 million
2	Ethiopia - Addis Ababa & USAU	\$1.28 million	\$817,976	\$952,300	\$1.47 million	\$983,200	\$1.75 million	\$1.19 million	\$2.33 million
3	South Africa	\$3.22 million	\$064,777	\$2.52 million	\$2.06 million	\$2.67 million	\$736,871	\$2.58 million	\$860,529
4	African Regional Services	\$2.92 million	\$679,617	\$2.15 million	\$1.18 million	\$2.38 million	\$1.27 million	\$2.17 million	\$970,158
5	Kenya	\$1.79 million	\$429,698	\$1.53 million	\$848,785	\$1.62 million	\$297,750	\$1.60 million	\$909,350
6	Democratic Republic of the Congo	\$2.02 million	\$1.78 million	\$1.14 million	\$1.47 million	\$1.19 million	\$1.16 million	\$1.19 million	\$720,579
7	Zimbabwe	\$1.34 million	\$191,016	\$1.26 million	\$313,246	\$1.35 million	\$587,481	\$1.30 million	\$47,140
8	Mozambique	\$913,900	\$221,035	\$825,600	\$176,533	\$831,400	\$60,360	\$839,500	\$297,325
9	Ghana	\$1.28 million	\$95,544	\$1.03 million	\$58,240	\$1.13 million	\$18,777	\$1.11 million	\$14,636
10	Uganda	\$886,400	\$392,375	\$691,400	\$753,800	\$700,200	\$543,680	\$672,000	\$443,853
11	Zambia	\$749,100	\$70,358	\$689,200	\$402,010	\$775,700	\$58,900	\$693,100	\$360,375
12	Cote d'Ivoire	\$1.12 million	\$72,429	\$891,400	\$538,689	\$1.04 million	\$304,012	\$1.02 million	\$18,820
13	Angola	\$806,125	\$7,120	\$784,900	\$135,160	\$837,600	\$259,480	\$937,500	\$60,025
14	Senegal	\$908,070	\$332,683	\$778,100	\$450,100	\$892,500	\$50,080	\$925,000	\$23,850
15	Burkina Faso	\$693,200	\$426,993	\$626,200	\$54,500	\$689,300	\$71,400	\$673,500	\$186,850
16	Mali	\$496,800	\$329,187	\$473,700	\$94,600	\$544,300	\$59,940	\$558,500	\$281,575
17	Cameroon	\$829,130	\$406,053	\$747,400	\$172,231	\$797,000	364,349	\$761,100	\$54,420
18	Niger	\$546,618	\$61,101	\$512,900	\$457,800	\$575,700	\$245,320	\$576,400	\$223,875
19	Sudan	\$710,400	\$10,144	\$694,600	\$39,940	\$707,000	\$175,540	\$716,600	\$19,140
20	Tanzania	\$688,700	\$67,454	\$649,000	\$310,710	\$691,600	\$69,500	\$683,300	\$17,050
21	Togo	\$514,685	\$56,843	\$423,400	\$172,189	\$471,200	\$294,497	\$460,400	\$152,425
22	Rwanda	\$708,226	\$421,478	\$531,900	\$86,060	\$547,200	\$129,865	\$529,700	\$80,600

AF POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
23	Botswana	\$593,000	\$112,206	\$507,400	\$39,670	\$551,500	\$64,960	\$540,500	\$48,557
24	Namibia	\$533,561	\$85,496	\$437,600	\$201,250	\$458,900	\$173,000	\$450,200	\$133,450
25	Madagascar & Comoros	\$487,509	\$596,153	\$417,800	\$95,534	\$461,600	\$41,480	\$411,600	\$148,475
26	Benin	\$485,000	\$100,760	\$406,300	\$117,714	\$453,300	\$93,308	\$427,100	\$120,526
27	South Sudan	\$184,566	\$4,870	\$225,000	\$49,280	\$228,600	\$85,000	\$240,600	\$304,750
28	Guinea	\$548,000	\$71,802	\$461,500	\$89,802	\$506,800	\$5,300	\$476,400	\$12,900
29	Chad	\$457,615	\$106,460	\$382,100	\$75,837	\$436,900	\$34,060	\$445,400	\$30,950
30	Eritrea	\$400,080	\$2,440	\$340,400	\$45,438	\$383,000	\$57,000	\$405,000	\$56,277
31	Mauritania	\$389,400	\$416,288	\$393,600	\$90,997	\$405,600	\$36,860	\$414,700	\$42,875
32	Malawi	\$488,788	\$128,360	\$399,500	\$154,180	\$409,800	\$6,540	\$412,800	\$10,025
33	Burundi	\$277,146	\$52,680	\$230,400	\$74,383	\$238,000	\$92,540	\$253,900	\$131,000
34	Mauritius & Seychelles	\$351,800	\$138,227	\$309,400	\$111,440	\$339,700	\$38,860	\$324,700	\$25,600
35	Somalia	\$364,200	\$1,800	\$251,500	\$1,710	\$259,400	\$400	\$260,600	\$87,300
36	Equatorial Guinea	\$194,500	\$41,000	\$185,400	\$24,400	\$198,900	\$4,280	\$195,700	\$111,500
37	Liberia	\$530,500	\$104,403	462,100	\$80,700	\$476,100	\$7,560	\$282,800	\$12,150
38	Swaziland	\$294,000	\$72,887	\$247,200	\$164,610	\$261,700	\$58,730	\$260,500	\$31,620
39	Cabo Verde	\$191,956	\$41,720	\$169,500	\$1,760	\$184,900	\$50,720	\$174,800	\$107,250
40	Republic of Congo	\$264,791	\$45,420	\$235,200	\$30,560	\$266,600	\$43,720	\$250,800	\$21,821
41	Gabon, Sao Tome & Principe	\$299,676	\$91,860	\$236,600	\$42,380	\$259,600	\$7,745	\$254,400	\$8,265
42	Sierra Leone	\$274,174	\$814,680	\$198,900	\$638,290	\$212,800	\$187,940	\$224,200	\$12,325
43	Lesotho	\$223,900	\$68,680	\$158,700	\$85,275	\$176,400	\$55,340	\$181,900	\$54,450
44	Central African Republic	\$501,900	\$32,692	\$187,600	\$97,840	\$210,400	\$159,720	\$185,500	\$38,050

AF POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
45	Djibouti	\$210,465	\$37,600	\$216,800	\$149,200	\$221,000	\$116,040	\$210,800	\$2,375
46	The Gambia	\$227,900	\$60,700	\$182,300	\$82,600	\$182,700	\$5,740	\$175,200	\$8,350
47	Guinea-Bissau	\$56,700	\$30,160	\$56,300	\$160	\$62,900	\$330	\$59,900	\$75

Country Profiles

U.S. Public Diplomacy in Africa



Africa Regional Services



\$3,140,158
PD Spending FY19

Not Ranked
Population

Not Ranked
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): Not Ranked
Population: Not Ranked
Below 24 yrs. old: Not Ranked
Refugee population: Not Ranked
Urban population: Not Ranked
GDP/Capita: Not Ranked
Unemployment: Not Ranked
Below Poverty Line: Not Ranked
Literacy Rate: Not Ranked
Avg. Years of Education: Not Ranked

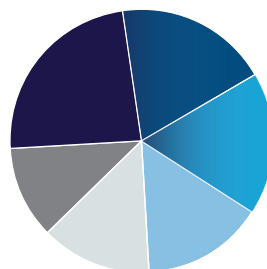
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: Not Ranked
Mobile Phone/100: Not Ranked

Public Diplomacy Spending

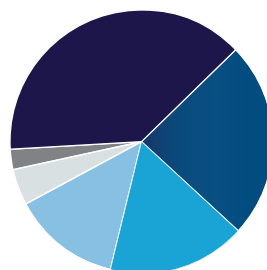
Total FY 2019 | DP (.7) \$2,170,000 | Supplemental \$970,158

Spending by Theme



Youth Engagement: \$551,166.00
Democracy/Good Governance/Rule of Law: \$432,174.00
Entrepreneurship/Job Creation: \$403,951.50
Women's Empowerment: \$350,442.95
Trade and Investment: \$309,867.00
Culture/Sports/American Society: \$261,253.55

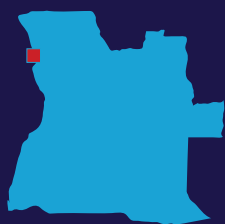
Spending by Program



Books & Publications: \$866,315.00
American Centers: \$537,817.00
Cultural Programs (Post Generated): \$376,338.00
Speaker Programs (Post Generated): \$296,710.00
Digital Outreach: \$98,460.00
Media/Press Activities: \$54,250.00

Map Key: ■ Embassy ▲ Consulate

Angola



\$997,525
PD Spending FY19

32,866,272
Population

\$3,037
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,246,700
Population: 32,866,272
Below 24 yrs. old: 66.47%
Refugee population: 39,865
Urban population: 66%
GDP/Capita: \$3,037
Unemployment: 7.25%
Below Poverty Line: 35.60%
Literacy Rate: 66%
Avg. Years of Education: 12.7 (M), 11 (F)

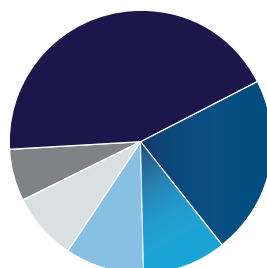
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 137th
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 154th (Mostly Unfree)
Good Country Index: 147th
Media Freedom Index: 109th
Internet Access/100: 14 (2017)
Mobile Phone/100: 43

Public Diplomacy Spending

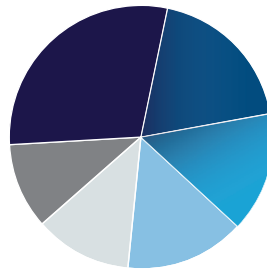
Total FY 2019 | DP (.7) \$937,500 | Supplemental \$60,025

Spending by Theme



Education: \$201,130.71
Democracy/Good Governance/Rule of Law: \$128,449.86
Trade and Investment: \$102,256.56
Human Rights: \$101,592.06
Sustainable Economic Growth & Well-Being: \$82,399.01
Entrepreneurship/Job Creation: \$71,505.03

Spending by Program



Support for Mission Initiatives: \$202,240.73
Media/Press Activities: \$102,646.60
Digital Outreach: \$47,911.12
Support for English Language Teaching/Learning: \$45,130.23
Educational Advising & Promoting Study in the U.S.: \$38,757.94
Cultural Programs (Post Generated): \$29,636.50

Benin



\$547,626

PD Spending FY19

12,123,200

Population

\$1,216

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 112,760

Population: 12,123,200

Below 24 yrs. old: 65.92%

Refugee population: 1,174

Urban population: 47%

GDP/Capita: \$1,216

Unemployment: 2.5%

Below Poverty Line: 42%

Literacy Rate: 42%

Avg. Years of Education: 13.8 (M), 11.4 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 116th

Corruption Perception Index: 80th (Tied)

Economic Freedom Index: 133rd (Mostly Unfree)

Good Country Index: 124th

Media Freedom Index: 96th

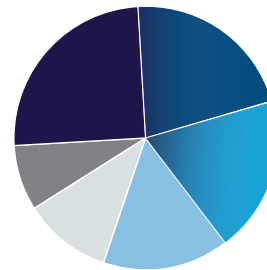
Internet Access/100: 20 (2017)

Mobile Phone/100: 82

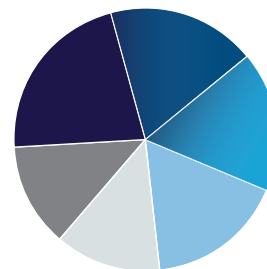
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$427,100 | Supplemental \$120,526

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Botswana



\$589,057

PD Spending FY19

2,303,697

Population

\$7,859

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 566,730

Population: 2,303,697

Below 24 yrs. old: 48.85%

Refugee population: 2,047

Urban population: 69%

GDP/Capita: \$7,859

Unemployment: 18.8%

Below Poverty Line: 16%

Literacy Rate: 90% (2015)

Avg. Years of Education: 12.6 (M), 12.8 (F)

Social & Media Indicators

Inclusive Internet Index: 77th

Social Progress Index: 84th

Corruption Perception Index: 34th

Economic Freedom Index: 40th (Moderately Free)

Good Country Index: 112th

Media Freedom Index: 44th

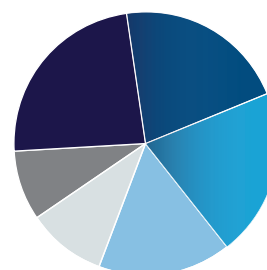
Internet Access/100: 47 (2017)

Mobile Phone/100: 150

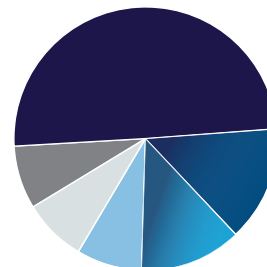
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$540,500 | Supplemental \$48,557

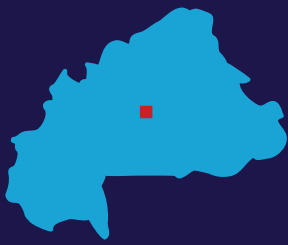
Spending by Theme



Spending by Program



Burkina Faso



\$860,350
PD Spending FY19

20,903,273
Population

\$717
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 273,600
Population: 20,903,273
Below 24 yrs. old: 63.91%
Refugee population: 25,122
Urban population: 29%
GDP/Capita: \$717
Unemployment: 6.42%
Below Poverty Line: 40.10%
Literacy Rate: 41%
Avg. Years of Education: 9.1 (M), 8.7 (F)

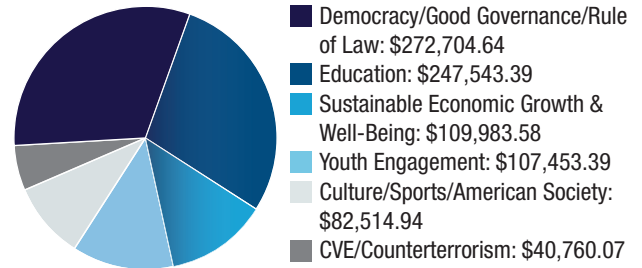
Social & Media Indicators

Inclusive Internet Index: 96th
Social Progress Index: 128th
Corruption Perception Index: 85th (Tied)
Economic Freedom Index: 117th (Mostly Unfree)
Good Country Index: 105th
Media Freedom Index: 36th
Internet Access/100: 15 (2017)
Mobile Phone/100: 98

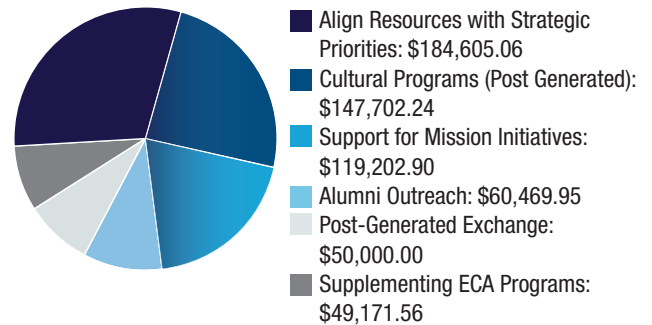
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$673,500 | Supplemental \$186,850

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Burundi



\$384,900
PD Spending FY19

11,890,784
Population

\$309
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 25,680
Population: 11,890,784
Below 24 yrs. old: 63.59%
Refugee population: 71,507
Urban population: 13%
GDP/Capita: \$309
Unemployment: 2%
Below Poverty Line: 64.60%
Literacy Rate: 68% (2017)
Avg. Years of Education: 11.7 (M), 10.9 (F)

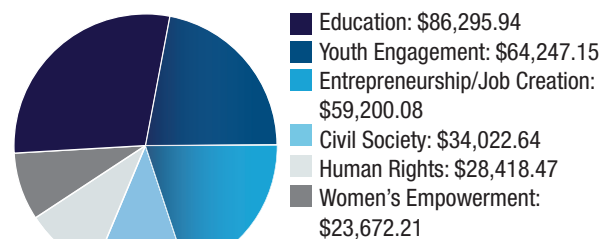
Social & Media Indicators

Inclusive Internet Index: 100th
Social Progress Index: 142nd
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 166th (Repressed)
Good Country Index: 129th
Media Freedom Index: 159th
Internet Access/100: 3 (2017)
Mobile Phone/100: 57

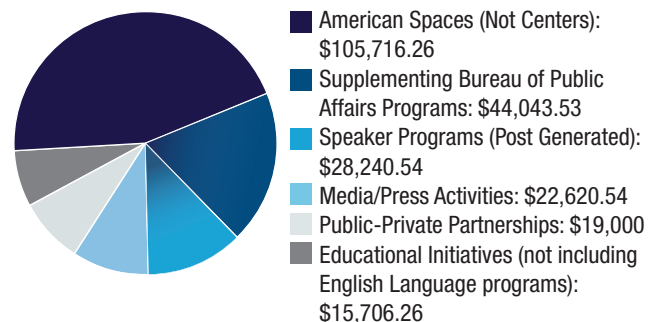
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$253,900 | Supplemental \$131,000

Spending by Theme



Spending by Program



Cabo Verde



\$282,050
PD Spending FY19

555,987
Population

\$3,598
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 4,030
Population: 555,987
Below 24 yrs. old: 46.64%
Refugee population: 44
Urban population: 66%
GDP/Capita: \$3,598
Unemployment: 20%
Below Poverty Line: 36%
Literacy Rate: 87% (2015)
Avg. Years of Education: 11.6 (M), 12.1 (F)

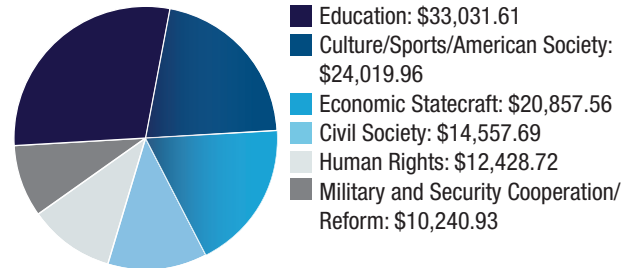
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 68th
Corruption Perception Index: 41st (Tied)
Economic Freedom Index: 76th (Moderately Free)
Good Country Index: 108th
Media Freedom Index: 25th
Internet Access/100: 57 (2017)
Mobile Phone/100: 112

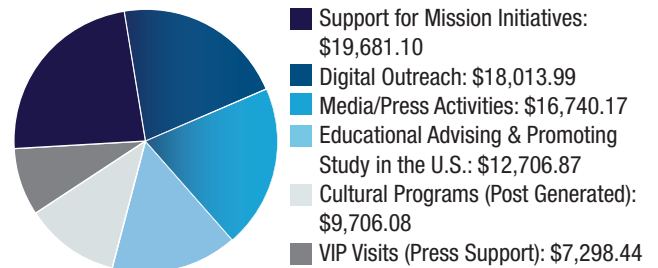
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$174,800 | Supplemental \$107,250

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Cameroon



\$815,520
PD Spending FY19

26,545,863
Population

\$1,514
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 472,710
Population: 26,545,863
Below 24 yrs. old: 62.38%
Refugee population: 380,329
Urban population: 56%
GDP/Capita: \$1,514
Unemployment: 3.40%
Below Poverty Line: 40%
Literacy Rate: 77%
Avg. Years of Education: 13.6 (M), 11.9 (F)

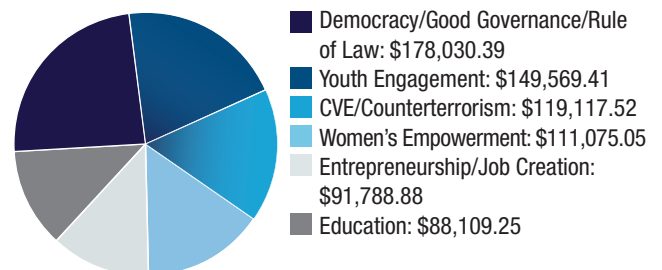
Social & Media Indicators

Inclusive Internet Index: 87th
Social Progress Index: 127th
Corruption Perception Index: 153rd (Tied)
Economic Freedom Index: 145th (Mostly Unfree)
Good Country Index: 133rd
Media Freedom Index: 131th
Internet Access/100: 23 (2017)
Mobile Phone/100: 73

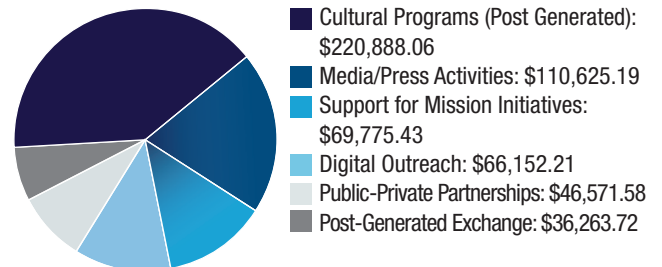
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$761,100 | Supplemental \$54,420

Spending by Theme



Spending by Program



Central African Republic



\$223,550
PD Spending FY19

4,829,767
Population

\$447
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 622,980
Population: 4,829,767
Below 24 yrs. old: 59.38%
Refugee population: 6,655
Urban population: 41%
GDP/Capita: \$447
Unemployment: 6.52%
Below Poverty Line: 62%
Literacy Rate: 37%
Avg. Years of Education: 8.9 (M), 6.2 (F)

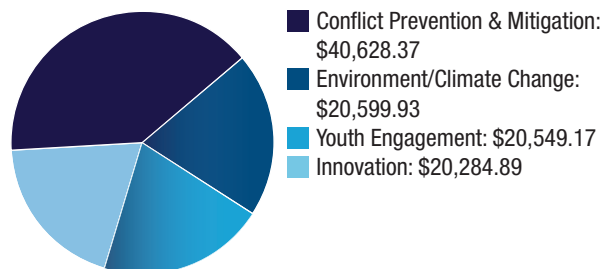
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 148th
Corruption Perception Index: 153rd (Tied)
Economic Freedom Index: 159th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 145th
Internet Access/100: 4 (2017)
Mobile Phone/100: 27

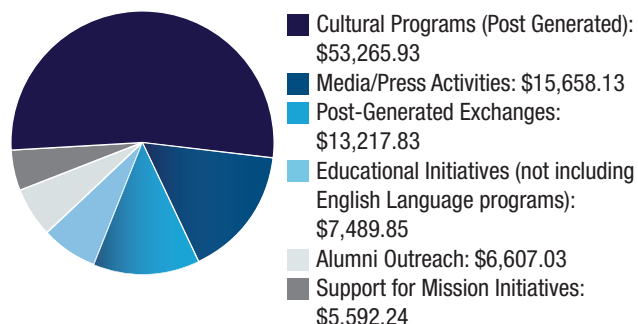
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$185,500 | Supplemental \$38,050

Spending by Theme

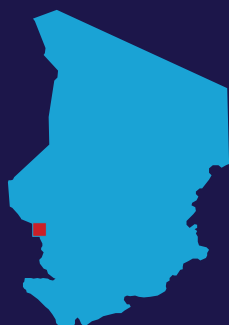


Spending by Program



Map Key: ■ Embassy ▲ Consulate

Chad



\$476,350
PD Spending FY19

16,425,864
Population

\$861
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,259,200
Population: 16,425,864
Below 24 yrs. old: 67.20%
Refugee population: 451,210
Urban population: 23%
GDP/Capita: \$861
Unemployment: N/A
Below Poverty Line: 48%
Literacy Rate: 22% (2016)
Avg. Years of Education: 8.9 (M), 6 (F)

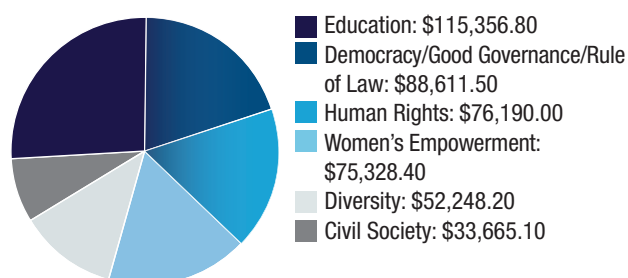
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 147th
Corruption Perception Index: 162nd (Tied)
Economic Freedom Index: 161st (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 122nd
Internet Access/100: 6 (2017)
Mobile Phone/100: 45

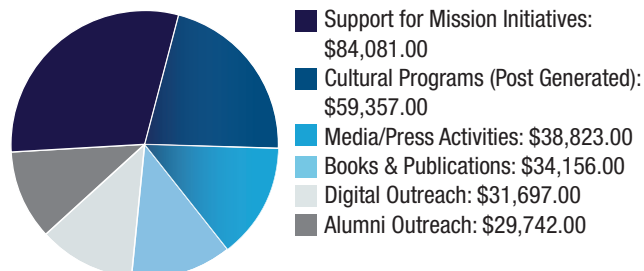
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$445,400 | Supplemental \$30,950

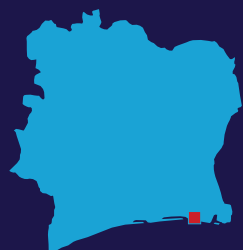
Spending by Theme



Spending by Program



Côte d'Ivoire



\$1,038,820
PD Spending FY19

26,326,964
Population

\$1,691
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 318,000
Population: 26,326,964
Below 24 yrs. old: 58.74%
Refugee population: 1,810
Urban population: 51%
GDP/Capita: \$1,691
Unemployment: 4.94%
Below Poverty Line: 46.30%
Literacy Rate: 47%
Avg. Years of Education: 10 (M), 8.2 (F)

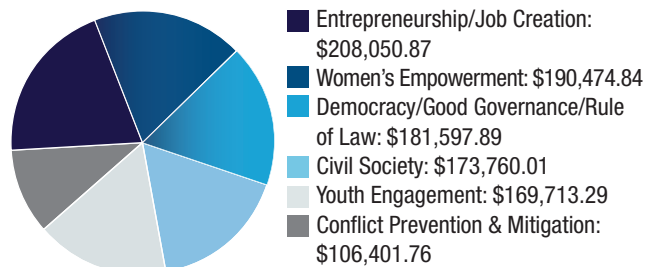
Social & Media Indicators

Inclusive Internet Index: 88th
Social Progress Index: 117th
Corruption Perception Index: 106th (Tied)
Economic Freedom Index: 101st (Mostly Unfree)
Good Country Index: 96th
Media Freedom Index: 71st
Internet Access/100: 47
Mobile Phone/100: 135

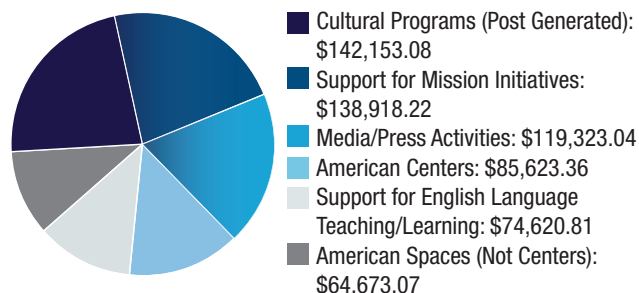
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,020,000 | Supplemental \$18,820

Spending by Theme

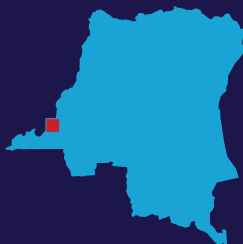


Spending by Program



Map Key: ■ Embassy ▲ Consulate

Democratic Republic of the Congo



\$1,910,579
PD Spending FY19

89,561,403
Population

\$500
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,267,050
Population: 89,561,403
Below 24 yrs. old: 65.80%
Refugee population: 529,061
Urban population: 44%
GDP/Capita: \$500
Unemployment: NA
Below Poverty Line: 63%
Literacy Rate: 77% (2016)
Avg. Years of Education: 10.6 (M), 8.7 (F)

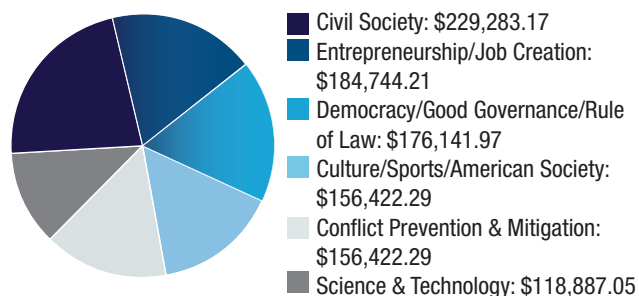
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 145th
Corruption Perception Index: 168th (Tied)
Economic Freedom Index: 162nd (Repressed)
Good Country Index: 141st
Media Freedom Index: 154th
Internet Access/100: 9 (2017)
Mobile Phone/100: 95

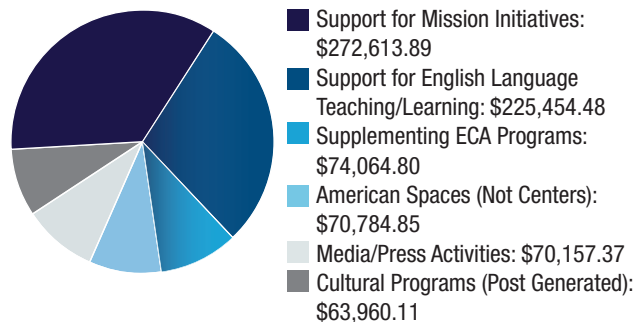
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,190,000 | Supplemental \$720,579

Spending by Theme



Spending by Program



Djibouti



\$213,175

PD Spending FY19

988,000

Population

\$2,936

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 23,180

Population: 988,000

Below 24 yrs. old: 50.29%

Refugee population: 18,295

Urban population: 78%

GDP/Capita: \$2,936

Unemployment: 11.03%

Below Poverty Line: 23%

Literacy Rate: NA

Avg. Years of Education: 6.9 (M), 6 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 126th

Corruption Perception Index: 126th (Tied)

Economic Freedom Index: 151st (Mostly Unfree)

Good Country Index: Not Ranked

Media Freedom Index: 173rd

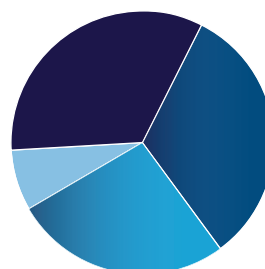
Internet Access/100: 56 (2017)

Mobile Phone/100: 41

Public Diplomacy Spending

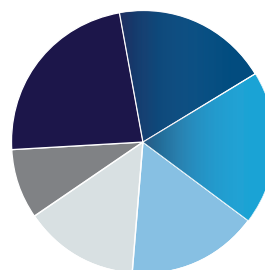
Total FY 2019 | DP (.7) \$210,800 | Supplemental \$2,375

Spending by Theme



Youth Engagement: \$65,316.29
Education: \$62,648.73
Culture/Sports/American Society: \$51,874.98
CVE/Counterterrorism: \$14,249.61

Spending by Program



Media/Press Activities: \$38,498.61
Support for English Language Teaching/Learning: \$31,055.45
American Spaces (Not Centers): \$30,949.59
Digital Outreach: \$26,341.04
Support for Mission Initiatives: \$23,235.33
Cultural Programs (Post Generated): \$13,770.34

Map Key: ■ Embassy ▲ Consulate

Equatorial Guinea



\$307,200

PD Spending FY19

1,402,985

Population

\$8,927

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 28,050

Population: 1,402,985

Below 24 yrs. old: 58.67%

Refugee population: 144

Urban population: 72%

GDP/Capita: \$8,927

Unemployment: 9.30%

Below Poverty Line: 76.80%

Literacy Rate: 94% (2010)

Avg. Years of Education: 7.2 (M), 3.9 (F)

Social & Media Indicators

Inclusive Internet Index: Not ranked

Social Progress Index: Not ranked

Corruption Perception Index: 173rd (Tied)

Economic Freedom Index: 167th (Repressed)

Good Country Index: Not Ranked

Media Freedom Index: 165th

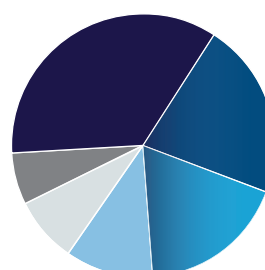
Internet Access/100: 26 (2017)

Mobile Phone/100: 45

Public Diplomacy Spending

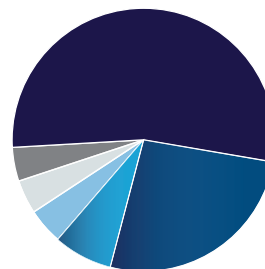
Total FY 2019 | DP (.7) \$195,700 | Supplemental \$111,500

Spending by Theme



Culture/Sports/American Society: \$39,033.92
Women's Empowerment: \$24,334.68
Youth Engagement: \$20,178.78
Human Rights: \$12,046.30
Democracy/Good Governance/Rule of Law: \$8,993.13
Environment/Climate Change: \$7,349.43

Spending by Program



Cultural Programs (Post Generated): \$53,388.10
Support for Mission Initiatives: \$26,562.89
Books & Publications: \$7,087.57
Alumni Outreach: \$4,508.42
Educational Advising & Promoting Study in the U.S.: \$3,920.63
Educational Initiatives (not including English Language programs): \$3,920.63

Eritrea



\$461,277
PD Spending FY19

6,270,000
Population

\$342
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 101,000
Population: 6,270,000
Below 24 yrs. old: 58.79%
Refugee population: 2,252
Urban population: 41.30%
GDP/Capita: \$342
Unemployment: NA
Below Poverty Line: 66%
Literacy Rate: 77%
Avg. Years of Education: 5.4 (M), 4.6 (F)

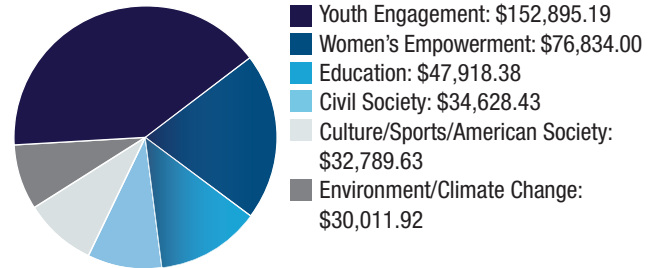
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 146th
Corruption Perception Index: 160th
Economic Freedom Index: 177th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 178th
Internet Access/100: 1 (2017)
Mobile Phone/100: 20

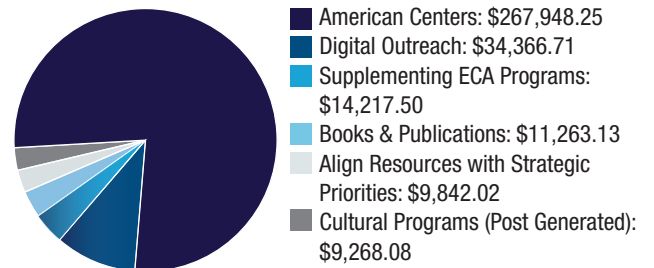
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$405,000 | Supplemental \$56,277

Spending by Theme

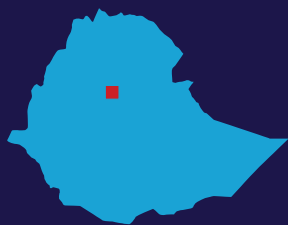


Spending by Program



Map Key: ■ Embassy ▲ Consulate

Ethiopia



\$3,520,000
PD Spending FY19

114,963,588
Population

\$953
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,000,000
Population: 114,963,588
Below 24 yrs. old: 59.28%
Refugee population: 903,226
Urban population: 21%
GDP/Capita: \$953
Unemployment: 2.08%
Below Poverty Line: 23.50%
Literacy Rate: 52% (2017)
Avg. Years of Education: 9.1 (M), 8.3 (F)

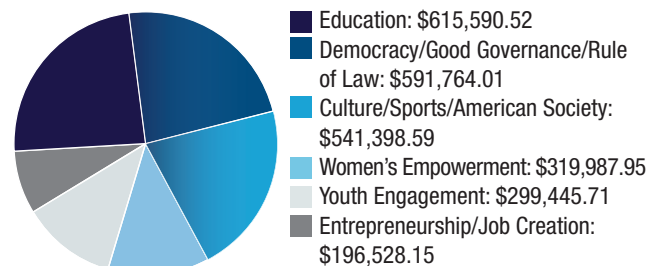
Social & Media Indicators

Inclusive Internet Index: 93rd
Social Progress Index: 134th
Corruption Perception Index: 96th (Tied)
Economic Freedom Index: 146th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 110th
Internet Access/100: 19 (2017)
Mobile Phone/100: 37

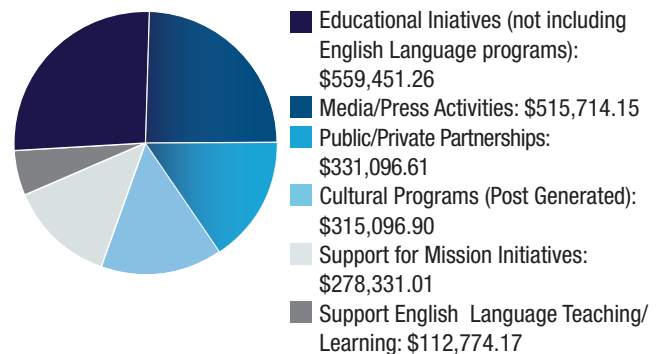
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,190,000 | Supplemental \$2,330,000

Spending by Theme



Spending by Program



Gabon

Post also oversees programs
in Sao Tome & Principe



\$262,665

PD Spending FY19

2,225,734

Population

\$8,112

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 257,670

Population: 2,225,734

Below 24 yrs. old: 58.35%

Refugee population: 687

Urban population: 89%

GDP/Capita: \$8,112

Unemployment: 19.61%

Below Poverty Line: 65%

Literacy Rate: 85%

Avg. Years of Education: 13.3 (M), 12.5 (F)

Social & Media Indicators

Inclusive Internet Index: 80th

Social Progress Index: Not Ranked

Corruption Perception Index: 123rd (Tied)

Economic Freedom Index: 118th (Mostly Unfree)

Good Country Index: 148th

Media Freedom Index: 115th

Internet Access/100: 62 (2017)

Mobile Phone/100: 138

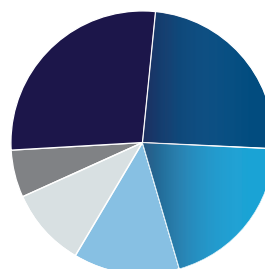
Note:

Country profile demographics and social indicators are for the primary country.

Public Diplomacy Spending

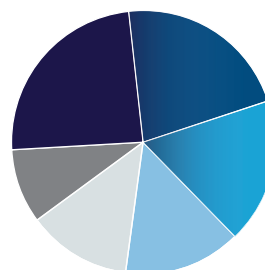
Total FY 2019 | DP (.7) \$254,400 | Supplemental \$8,265

Spending by Theme



Democracy/Good Governance/Rule of Law: \$68,553.06
Youth Engagement: \$59,761.05
Entrepreneurship/Job Creation: \$48,667.95
Culture/Sports/American Society: \$31,674.43
Civil Society: \$23,983.49
Women's Empowerment: \$13,938.76

Spending by Program



Support for Mission Initiatives: \$48,456.19
American Spaces (Not Centers): \$43,318.31
Media/Press Activities: \$34,819.84
Evaluation: \$28,833.52
Support for English Language Teaching/Learning: \$25,178.08
Cultural Programs (Post Generated): \$18,345.76

Map Key: ■ Embassy ▲ Consulate

The Gambia



\$183,550

PD Spending FY19

2,411,208

Population

\$755

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,120

Population: 2,411,208

Below 24 yrs. old: 56.08%

Refugee population: 4,034

Urban population: 61%

GDP/Capita: \$755

Unemployment: 8.90%

Below Poverty Line: 48%

Literacy Rate: 51% (2015)

Avg. Years of Education: 9.4 (M), 9.5 (F)

Social & Media Indicators

Inclusive Internet Index: Not ranked

Social Progress Index: 111th

Corruption Perception Index: 96th (Tied)

Economic Freedom Index: 123rd (Mostly Unfree)

Good Country Index: 128th

Media Freedom Index: 92nd

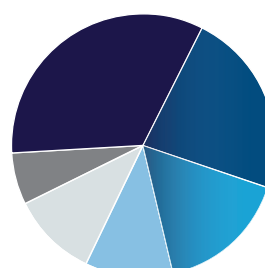
Internet Access/100: 20 (2017)

Mobile Phone/100: 140

Public Diplomacy Spending

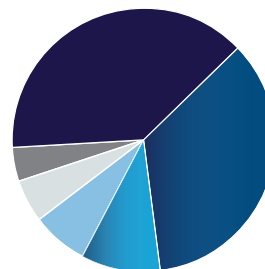
Total FY 2019 | DP (.7) \$175,200 | Supplemental \$8,350

Spending by Theme



Democracy/Good Governance/Rule of Law: \$55,449.26
Civil Society: \$38,242.37
Entrepreneurship/Job Creation: \$27,389.67
Culture/Sports/American Society: \$17,940.29
Sustainable Economic Growth & Well-Being: \$17,411.31
Education: \$10,308.26

Spending by Program



American Spaces (Not Centers): \$60,733.02
Support for Mission Initiatives: \$55,361.67
Digital Outreach: \$15,238.62
Inform Policy Making: \$11,100.37
Educational Initiatives (not including English Language programs): \$8,225.68
Alumni Outreach: \$6,413.03

Ghana



\$1,124,636
PD Spending FY19

31,072,940
Population

\$2,223
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 227,540
Population: 31,072,940
Below 24 yrs. old: 56.08%
Refugee population: 11,899
Urban population: 56%
GDP/Capita: \$2,223
Unemployment: 6.78%
Below Poverty Line: 56%
Literacy Rate: 79%
Avg. Years of Education: 11.7 (M), 11.4 (F)

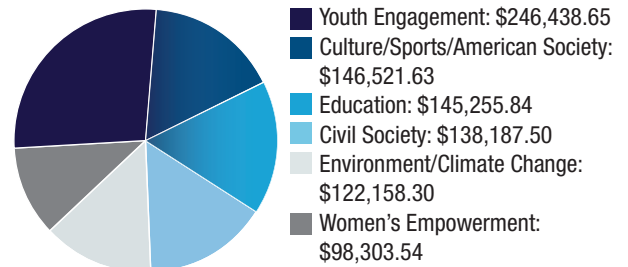
Social & Media Indicators

Inclusive Internet Index: 72nd
Social Progress Index: 95th
Corruption Perception Index: 80th (Tied)
Economic Freedom Index: 104th (Mostly Unfree)
Good Country Index: 93rd
Media Freedom Index: 27th
Internet Access/100: 39 (2017)
Mobile Phone/100: 138

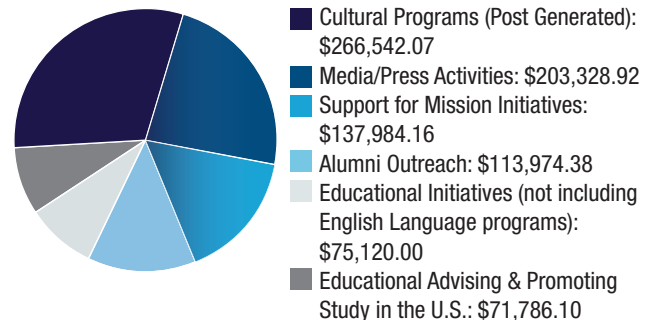
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,110,000 | Supplemental \$14,636

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Guinea



\$489,300
PD Spending FY19

13,132,795
Population

\$981
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 245,720
Population: 13,132,795
Below 24 yrs. old: 60.52%
Refugee population: 4,294
Urban population: 36%
GDP/Capita: \$981
Unemployment: NA
Below Poverty Line: 47%
Literacy Rate: 32% (2014)
Avg. Years of Education: 10.3 (M), 7.7 (F)

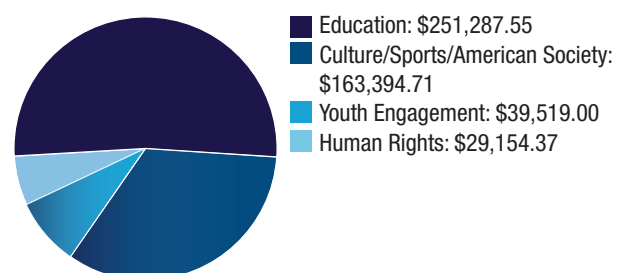
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 141st
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 121st (Mostly Unfree)
Good Country Index: 144th
Media Freedom Index: 107th
Internet Access/100: 18 (2017)
Mobile Phone/100: 97

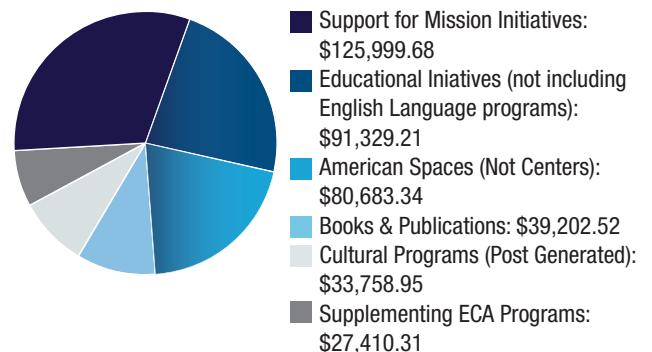
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$476,400 | Supplemental \$12,900

Spending by Theme



Spending by Program



Guinea-Bissau

U.S. Virtual Embassy in
Dakar, Senegal



\$59,975

PD Spending FY19

1,968,001

Population

\$786

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 28,120

Population: 1,968,001

Below 24 yrs. old: 63.55%

Refugee population: 4,850

Urban population: 43%

GDP/Capita: \$786

Unemployment: 4.70%

Below Poverty Line: 67%

Literacy Rate: 46% (2014)

Avg. Years of Education: No Data

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: 168th (Tied)

Economic Freedom Index: 148th (Mostly Unfree)

Good Country Index: Not Ranked

Media Freedom Index: 89th

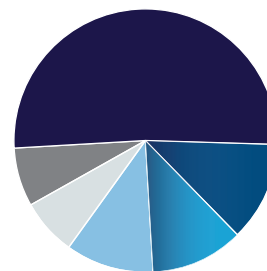
Internet Access/100: 4 (2017)

Mobile Phone/100: 79

Public Diplomacy Spending

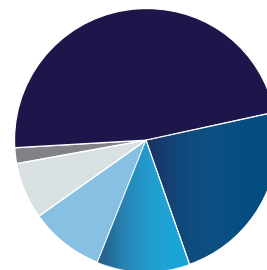
Total FY 2019 | DP (.7) \$59,900 | Supplemental \$75.00

Spending by Theme



Culture/Sports/American Society: \$60,673.90
Education: \$14,327.30
Entrepreneurship/Job Creation: \$13,693.62
Youth Engagement: \$12,592.70
CVE/Counterterrorism: \$8,372.10
Democracy/Good Governance/Rule of Law: \$8,372.10

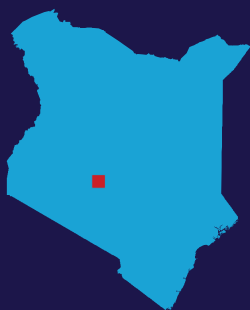
Spending by Program



Media/Press Activities: \$27,633.79
American Spaces (Not Centers): \$13,230.42
Supplementing ECA Programs: \$6,726.64
Cultural Programs (Post Generated): \$5,291.74
Support for Mission Initiatives: \$4,085.14
Books & Publication: \$1,110.62

Map Key: ■ Embassy ▲ Consulate

Kenya



\$2,509,350

PD Spending FY19

53,771,296

Population

\$1997

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 569,140

Population: 53,771,296

Below 24 yrs. old: 59.16%

Refugee population: 421,248

Urban population: 27%

GDP/Capita: \$1,997

Unemployment: 9.31%

Below Poverty Line: 36.10%

Literacy Rate: 82%

Avg. Years of Education: 10.9 (M), 10.3 (F)

Social & Media Indicators

Inclusive Internet Index: 64th

Social Progress Index: 109th

Corruption Perception Index: 137th (Tied)

Economic Freedom Index: 132nd (Mostly Unfree)

Good Country Index: 55th

Media Freedom Index: 100th

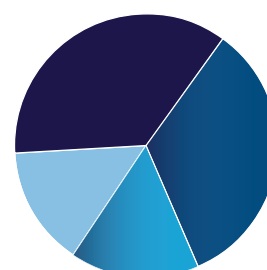
Internet Access/100: 18 (2017)

Mobile Phone/100: 96

Public Diplomacy Spending

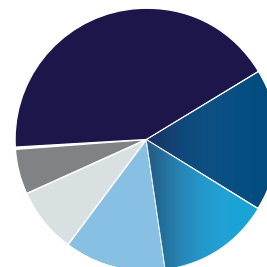
Total FY 2019 | DP (.7) \$1.600,000 | Supplemental \$909,350

Spending by Theme



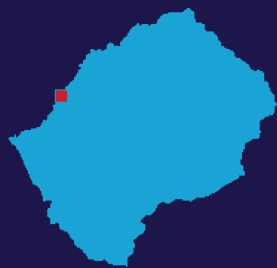
Democracy/Good Governance/Rule of Law: \$673,852.30
Youth Engagement: \$629,279.17
Muslim Engagement: \$296,450.04
Culture/Sports/American Society: \$271,062.47

Spending by Program



Support for Mission Initiatives: \$659,558.30
American Spaces (Not Centers): \$275,156.18
Media/Press Activities: \$218,680.48
Cultural Programs (Post Generated): \$193,782.99
American Centers: \$126,551.92
Educational Advising & Promoting Study in the U.S.: \$88,239.40

Lesotho



\$236,350

PD Spending FY19

2,142,249

Population

\$1,338

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 30,360
Population: 2,142,249
Below 24 yrs. old: 50.56%
Refugee population: 57
Urban population: 28%
GDP/Capita: \$1,338
Unemployment: 23.48%
Below Poverty Line: 49.70%
Literacy Rate: 77% (2014)
Avg. Years of Education: 10.3 (M), 11.1 (F)

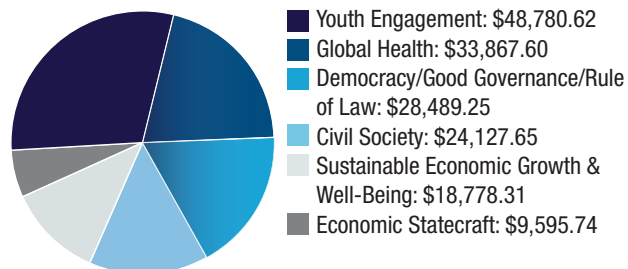
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 124th
Corruption Perception Index: 85th (Tied)
Economic Freedom Index: 138th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 78th
Internet Access/100: 29 (2017)
Mobile Phone/100: 114 (2017)

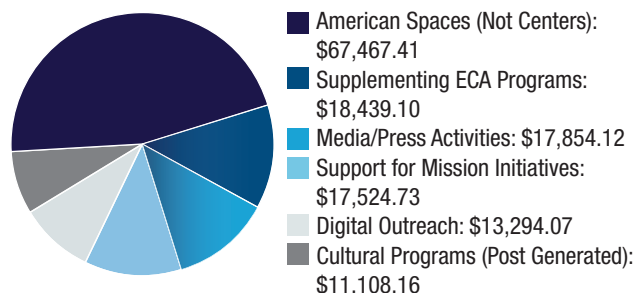
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$181,900 | Supplemental \$54,450

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Liberia



\$294,950

PD Spending FY19

5,057,681

Population

\$703

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 96,320
Population: 5,057,681
Below 24 yrs. old: 63.70%
Refugee population: 9,122
Urban population: 51%
GDP/Capita: \$703
Unemployment: 2.03%
Below Poverty Line: 83.80%
Literacy Rate: 48% (2017)
Avg. Years of Education: 10.1 (M), 8.8 (F)

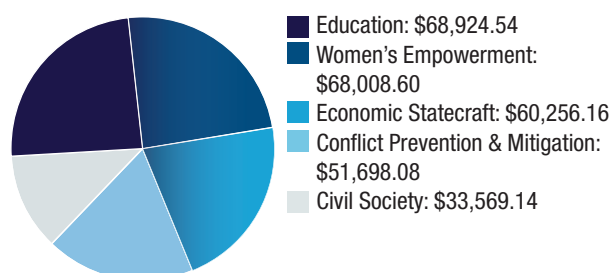
Social & Media Indicators

Inclusive Internet Index: 99th
Social Progress Index: 130th
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 165nd (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 93rd
Internet Access/100: 8 (2017)
Mobile Phone/100: 57 (2017)

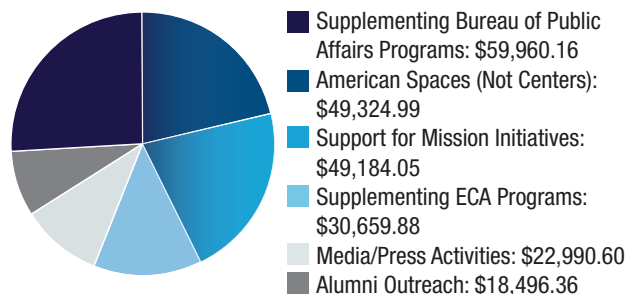
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$282,800 | Supplemental \$12,150

Spending by Theme



Spending by Program



Madagascar

Post also oversees programs in Comoros



\$560,075

PD Spending FY19

27,691,018

Population

\$463

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 581,800
Population: 27,691,018
Below 24 yrs. old: 58.92%
Refugee population: 44
Urban population: 37%
GDP/Capita: \$463
Unemployment: 1.65%
Below Poverty Line: 76%
Literacy Rate: 75%
Avg. Years of Education: 10.4 (M), 10.3 (F)

Social & Media Indicators

Inclusive Internet Index: 98th
Social Progress Index: 136th
Corruption Perception Index: 158th (Tied)
Economic Freedom Index: 99th (Moderately Free)
Good Country Index: 115th
Media Freedom Index: 54th Madagascar, 56th Comoros
Internet Access/100: 10 (2017)
Mobile Phone/100: 41

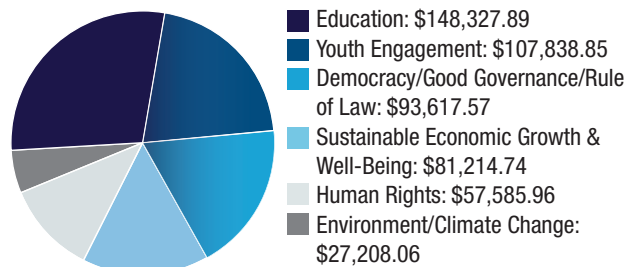
Note:

Country profile demographics and social indicators are for the primary country.

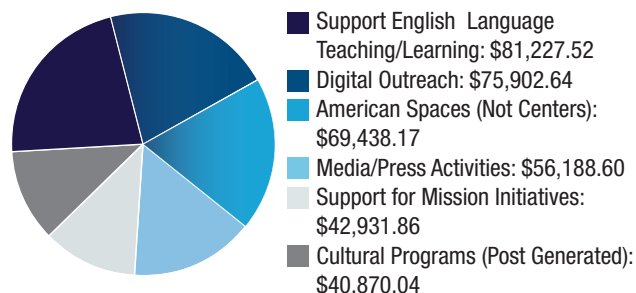
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$411,600 | Supplemental \$148,475

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Malawi



\$422,825

PD Spending FY19

19,129,952

Population

\$370

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 94,280
Population: 19,129,952
Below 24 yrs. old: 66.38%
Refugee population: 13,782
Urban population: 17%
GDP/Capita: \$370
Unemployment: 5.90%
Below Poverty Line: 50.70%
Literacy Rate: 62% (2015)
Avg. Years of Education: 11 (M), 10.9 (F)

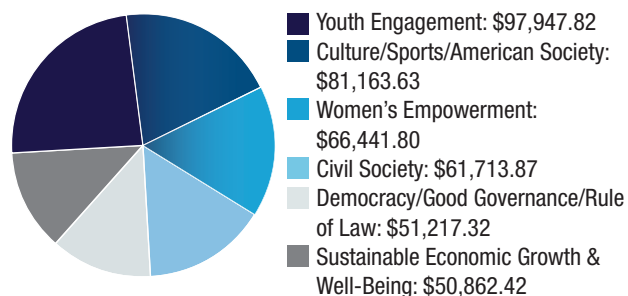
Social & Media Indicators

Inclusive Internet Index: 97th
Social Progress Index: 118th
Corruption Perception Index: 123rd (Tied)
Economic Freedom Index: 152nd (Mostly Unfree)
Good Country Index: 65th
Media Freedom Index: 68th
Internet Access/100: 14 (2017)
Mobile Phone/100: 39

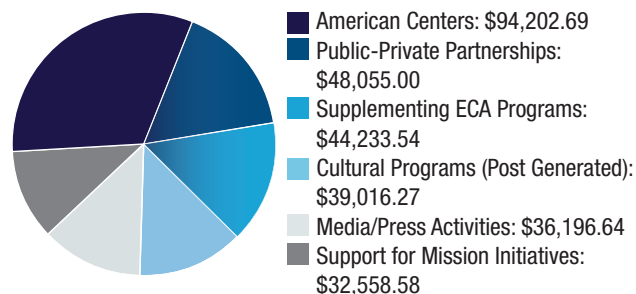
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$412,800 | Supplemental \$10,025

Spending by Theme



Spending by Program



Mali



\$840,075
PD Spending FY19

20,250,833
Population

\$924
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,220,190
Population: 20,250,833
Below 24 yrs. old: 66.69%
Refugee population: 26,539
Urban population: 42%
GDP/Capita: \$924
Unemployment: 7.20%
Below Poverty Line: 92%
Literacy Rate: 35%
Avg. Years of Education: 8.6 (M), 6.8 (F)

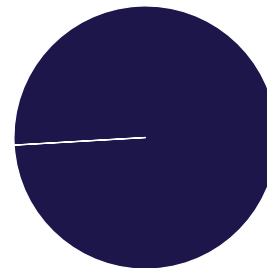
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 132nd
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 126th (Mostly Unfree)
Good Country Index: 145th
Media Freedom Index: 112th
Internet Access/100: 13 (2017)
Mobile Phone/100: 115

Public Diplomacy Spending

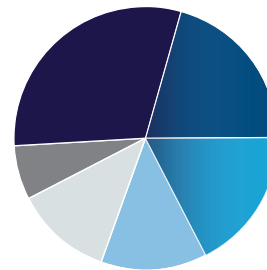
Total FY 2019 | DP (.7) \$558,500 | Supplemental \$281,575

Spending by Theme



■ Diversity: \$547,339.18

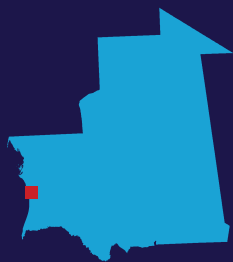
Spending by Program



■ Cultural Programs (Post Generated): \$143,937.43
■ Media/Press Activities: \$97,033.84
■ Support for Mission Initiatives: \$82,119.75
■ Books & Publications: \$62,445.69
■ Supplementing ECA Programs: \$56,822.74
■ Support English Language Teaching/Learning: \$30,289.83

Map Key: ■ Embassy ▲ Consulate

Mauritania



\$457,575
PD Spending FY19

4,649,658
Population

\$1,392
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,030,700
Population: 4,649,658
Below 24 yrs. old: 57.27%
Refugee population: 83,191
Urban population: 54%
GDP/Capita: \$1,392
Unemployment: 10.32%
Below Poverty Line: 31%
Literacy Rate: 53% (2017)
Avg. Years of Education: 8.5 (M), 8.5 (F)

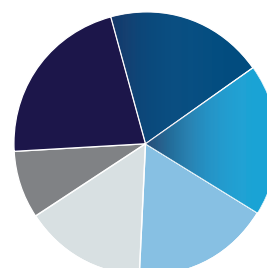
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 138th
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 130th (Mostly Unfree)
Good Country Index: 151st
Media Freedom Index: 94th
Internet Access/100: 21 (2017)
Mobile Phone/100: 104

Public Diplomacy Spending

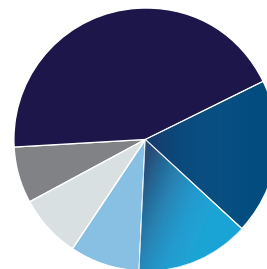
Total FY 2019 | DP (.7) \$414,700 | Supplemental \$42,875

Spending by Theme



■ Youth Engagement: \$86,025.29
■ Democracy/Good Governance/Rule of Law: \$77,310.33
■ Women's Empowerment: \$73,089.01
■ Sustainable Economic Growth & Well-Being: \$67,759.82
■ CVE/Counterterrorism: \$59,217.02
■ Civilian Security: \$32,326.34

Spending by Program



■ Cultural Programs (Post Generated): \$127,686.65
■ Media/Press Activities: \$55,825.68
■ Support for English Language Teaching/Learning: \$40,189.24
■ Speaker Programs (Post Generated): \$24,991.39
■ Alumni Outreach: \$22,789.93
■ Educational Initiatives (not including English Language programs): \$20,276.45

Mauritius

Post also oversees programs in Seychelles



\$350,300

PD Spending FY19

1,217,768

Population

\$11,360

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,030

Population: 1,271,768

Below 24 yrs. old: 33.50%

Refugee population: 14

Urban population: 41%

GDP/Capita: \$11,360

Unemployment: 7.30%

Below Poverty Line: 10.30%

Literacy Rate: 91%

Avg. Years of Education: 14.4 (M), 15.5 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 44th

Corruption Perception Index: 56th (Tied)

Economic Freedom Index: 21st (Mostly Free)

Good Country Index: 48th

Media Freedom Index: 58th Mauritius,

69th Seychelles

Internet Access/100: 59

Mobile Phone/100: 151

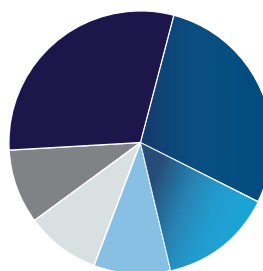
Note:

Country profile demographics and social indicators are for the primary country.

Public Diplomacy Spending

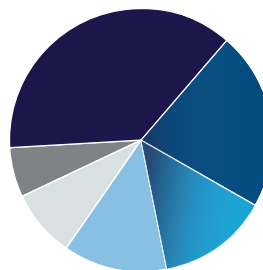
Total FY 2019 | DP (.7) \$324,700 | Supplemental \$25,600

Spending by Theme



- Education: \$83,715.10
- Culture/Sports/American Society: \$78,705.77
- Democracy/Good Governance/Rule of Law: \$38,912.35
- Diversity: \$26,041.64
- Human Rights: \$25,936.84
- Women's Empowerment: \$25,147.02

Spending by Program



- Support for Mission Initiatives: \$93,985.80
- Public-Private Partnerships: \$54,844.39
- Educational Advising & Promoting Study in the U.S.: \$34,417.09
- Media/Press Activities: \$32,158.66
- Supplementing ECA Programs: \$21,419.30
- Cultural Programs (Post Generated): \$14,781.83

Map Key: ■ Embassy ▲ Consulate

Mozambique



\$1,136,825

PD Spending FY19

31,255,435

Population

\$484

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 786,380

Population: 31,255,435

Below 24 yrs. old: 65.48%

Refugee population: 4,907

Urban population: 36%

GDP/Capita: \$484

Unemployment: 3.19%

Below Poverty Line: 46.10%

Literacy Rate: 61% (2017)

Avg. Years of Education: 10.2 (M), 9.3 (F)

Social & Media Indicators

Inclusive Internet Index: 94th

Social Progress Index: 135th

Corruption Perception Index: 146th (Tied)

Economic Freedom Index: 160th (Mostly Unfree)

Good Country Index: 111th

Media Freedom Index: 103rd

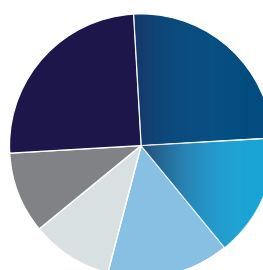
Internet Access/100: 10 (2017)

Mobile Phone/100: 48

Public Diplomacy Spending

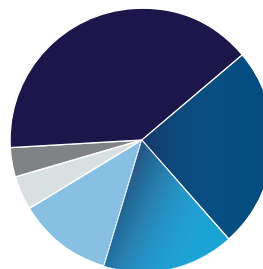
Total FY 2019 | DP (.7) \$839,500 | Supplemental \$297,325

Spending by Theme



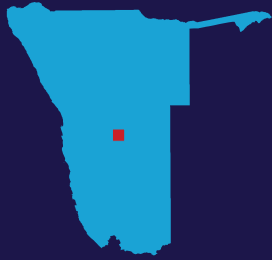
- Democracy/Good Governance/Rule of Law: \$260,634.85
- CVE/Counterterrorism: \$260,634.85
- Environment/Climate Change: \$156,380.91
- Sustainable Economic Growth & Well-Being: \$156,380.91
- Culture/Sports/American Society: \$104,253.94
- Youth Engagement: \$104,253.94

Spending by Program



- Supplementing ECA Programs: \$380,129.94
- Cultural Programs (Post Generated): \$233,579.38
- Support for Mission Initiatives: \$153,954.38
- Media/Press Activities: \$111,095.48
- Support for English Language Teaching/Learning: \$40,887.49
- Educational Advising & Promoting Study in the U.S.: \$32,781.34

Namibia



\$583,650

PD Spending FY19

2,540,905

Population

\$5,842

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 823,290

Population: 2,540,905

Below 24 yrs. old: 55.95%

Refugee population: 2,400

Urban population: 50%

GDP/Capita: \$5,842

Unemployment: 23.19%

Below Poverty Line: 17%

Literacy Rate: 92%

Avg. Years of Education: 12.5 (M), 12.7 (F)

Social & Media Indicators

Inclusive Internet Index: 84th (Tied)

Social Progress Index: Not Ranked

Corruption Perception Index: 56th (Tied)

Economic Freedom Index: 96th (Moderately Free)

Good Country Index: 91st

Media Freedom Index: 23rd

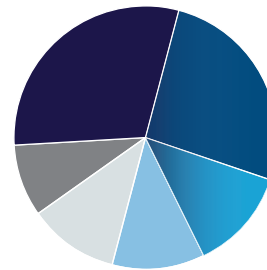
Internet Access/100: 51 (2017)

Mobile Phone/100: 113

Public Diplomacy Spending

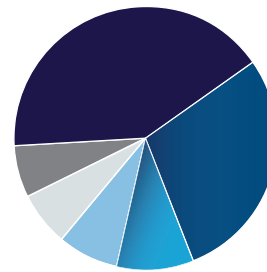
Total FY 2019 | DP (.7) \$450,200 | Supplemental \$133,450

Spending by Theme



Entrepreneurship/Job Creation: \$170,949.32
Democracy/Good Governance/Rule of Law: \$147,314.75
Sustainable Economic Growth & Well-Being: \$71,173.58
Education: \$64,516.81
Global Health: \$64,096.95
Environment/Climate Change: \$48,925.27

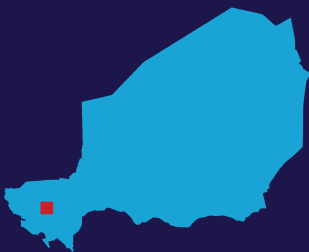
Spending by Program



American Centers: \$207,110.75
Cultural Programs (Post Generated): \$144,158.63
Educational Initiatives (not including English Language programs): \$47,920.82
Media/Press Activities: \$38,398.44
Support for Mission Initiatives: \$32,595.02
Alumni Outreach: \$31,850.51

Map Key: ■ Embassy ▲ Consulate

Niger



\$800,275

PD Spending FY19

24,206,644

Population

\$405

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,266,700

Population: 24,206,644

Below 24 yrs. old: 70.57%

Refugee population: 175,418

Urban population: 16%

GDP/Capita: \$405

Unemployment: NA

Below Poverty Line: 45%

Literacy Rate: 31% (2012)

Avg. Years of Education: 7.2 (M), 5.8 (F)

Social & Media Indicators

Inclusive Internet Index: Not ranked

Social Progress Index: 139th

Corruption Perception Index: 120th (Tied)

Economic Freedom Index: 137th (Mostly Unfree)

Good Country Index: 98th

Media Freedom Index: 66th

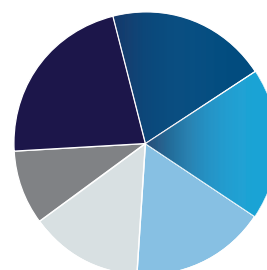
Internet Access/100: 5

Mobile Phone/100: 41 (2017)

Public Diplomacy Spending

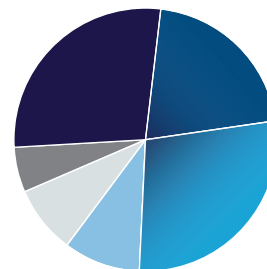
Total FY 2019 | DP (.7) \$576,400 | Supplemental \$223,875

Spending by Theme



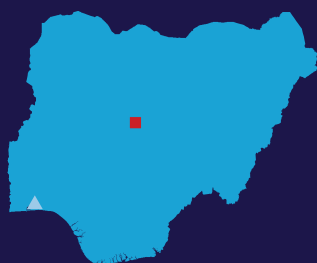
CVE/Counterterrorism: \$67,402.60
Youth Engagement: \$60,018.77
Women's Empowerment: \$56,868.02
Democracy/Good Governance/Rule of Law: \$50,009.97
Human Rights: \$42,744.44
Entrepreneurship/Job Creation: \$27,732.65

Spending by Program



American Centers: \$79,361.30
Support for Mission Initiatives: \$58,519.00
Media/Press Activities: \$79,361.30
Supplementing ECA Programs: \$26,828.20
American Spaces (Not Centers): \$23,535.72
Educational Advising & Promoting Study in the U.S.: \$15,769.81

Nigeria



\$5,300,000
PD Spending FY19

206,139,589
Population

\$2,222
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 910,770
Population: 206,139,589
Below 24 yrs. old: 6.97%
Refugee population: 34,738
Urban population: 50%
GDP/Capita: \$2,222
Unemployment: 6.11%
Below Poverty Line: 60%
Literacy Rate: 62%
Avg. Years of Education: 10.1 (M), 8.6 (F)

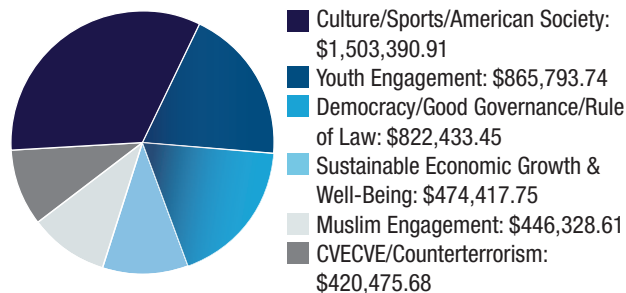
Social & Media Indicators

Inclusive Internet Index: 66th
Social Progress Index: 121st
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 116th (Mostly Unfree)
Good Country Index: 135th
Media Freedom Index: 120th
Internet Access/100: 42 (2017)
Mobile Phone/100: 88

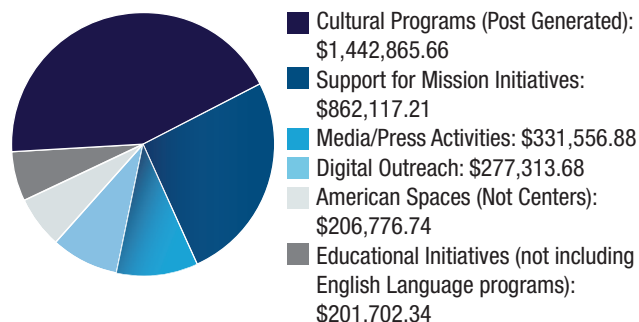
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$4,130,000 | Supplemental \$1,170,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Republic of the Congo



\$272,621
PD Spending FY19

5,518,087
Population

\$2,534
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 341,500
Population: 5,518,087
Below 24 yrs. old: 58.71%
Refugee population: 37,494
Urban population: 67%
GDP/Capita: \$2,534
Unemployment: ~36%
Below Poverty Line: 47%
Literacy Rate: 80%
Avg. Years of Education: 11.9 (M), 11.5 (F)

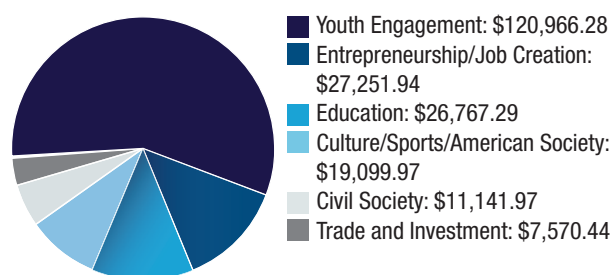
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 133rd
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 176th (Repressed)
Good Country Index: 118th
Media Freedom Index: 117th
Internet Access/100: 9 (2017)
Mobile Phone/100: 43

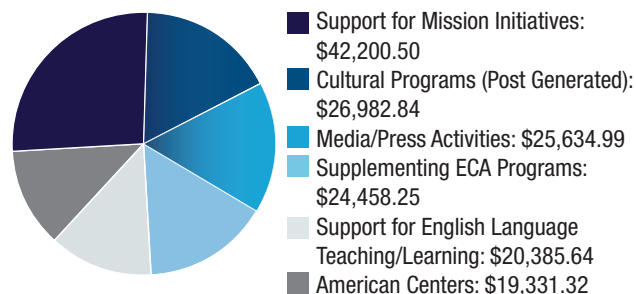
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$250,800 | Supplemental \$21,821

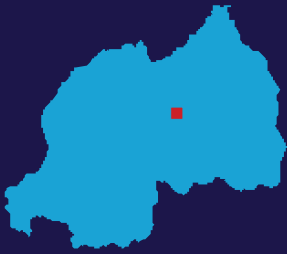
Spending by Theme



Spending by Program



Rwanda



\$610,300
PD Spending FY19

12,952,218
Population

\$824
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 24,670
Population: 12,952,218
Below 24 yrs. old: 60.05%
Refugee population: 145,360
Urban population: 17%
GDP/Capita: \$824
Unemployment: 17%
Below Poverty Line: 39%
Literacy Rate: 73%
Avg. Years of Education: 11.2 (M), 11.2 (F)

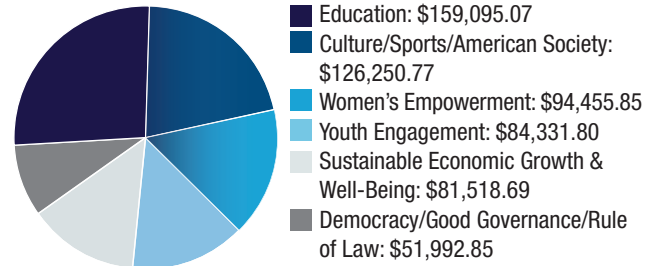
Social & Media Indicators

Inclusive Internet Index: 89th
Social Progress Index: 110th
Corruption Perception Index: 51st (Tied)
Economic Freedom Index: 33rd (Mostly Free)
Good Country Index: 109th
Media Freedom Index: 155th
Internet Access/100: 22 (2017)
Mobile Phone/100: 79

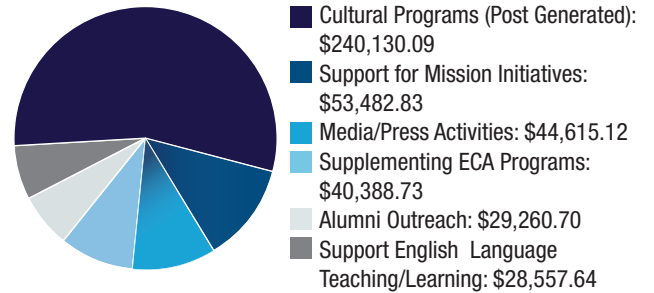
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$529,700 | Supplemental \$80,600

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Senegal



\$948,850
PD Spending FY19

16,743,927
Population

\$1,427
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 192,530
Population: 16,743,927
Below 24 yrs. old: 60.73%
Refugee population: 14,359
Urban population: 47%
GDP/Capita: \$1,427
Unemployment: 6.46%
Below Poverty Line: 46.70%
Literacy Rate: 52% (2017)
Avg. Years of Education: 8.6 (M), 9.4 (F)

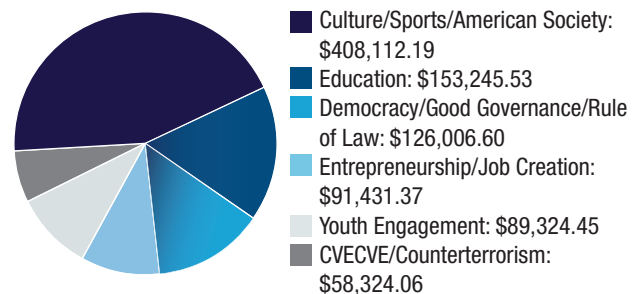
Social & Media Indicators

Inclusive Internet Index: 81st
Social Progress Index: 104th
Corruption Perception Index: 66th (Tied)
Economic Freedom Index: 110th (Mostly Unfree)
Good Country Index: 75th
Media Freedom Index: 49th
Internet Access/100: 46 (2017)
Mobile Phone/100: 104

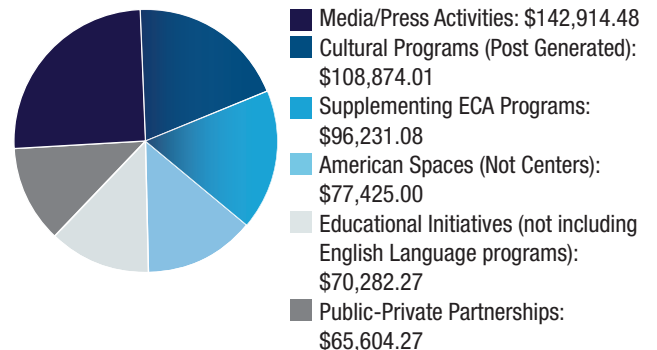
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$925,000 | Supplemental \$23,850

Spending by Theme



Spending by Program



Sierra Leone



\$236,525

PD Spending FY19

7,976,983

Population

\$546

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 72,180
Population: 7,976,983
Below 24 yrs. old: 60.21%
Refugee population: 592
Urban population: 42%
GDP/Capita: \$546
Unemployment: 4.30%
Below Poverty Line: 52%
Literacy Rate: 43%
Avg. Years of Education: 10.6 (M), 9.7 (F)

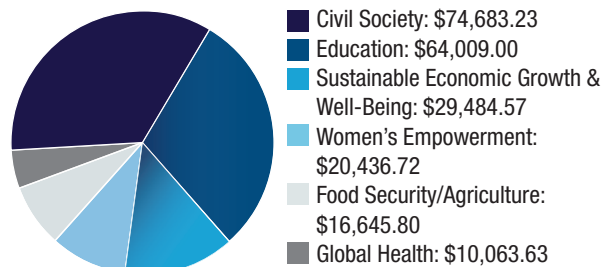
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 122nd
Corruption Perception Index: 119th
Economic Freedom Index: 168th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 86th
Internet Access/100: 9 (2017)
Mobile Phone/100: 88 (2017)

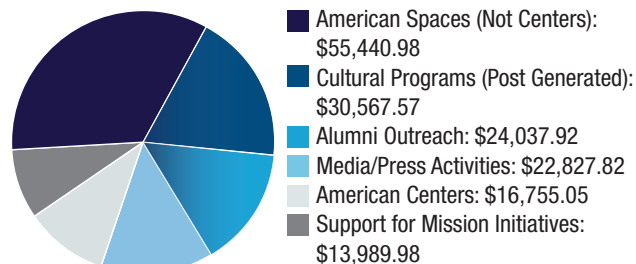
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$224,200 | Supplemental \$12,325

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Somalia



\$347,900

PD Spending FY19

15,893,222

Population

\$315

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 627,340
Population: 15,893,222
Below 24 yrs. old: 62.19%
Refugee population: 16,741
Urban population: 45%
GDP/Capita: \$315
Unemployment: 11.40%
Below Poverty Line: 73%
Literacy Rate: 37.80%
Avg. Years of Education: No Data

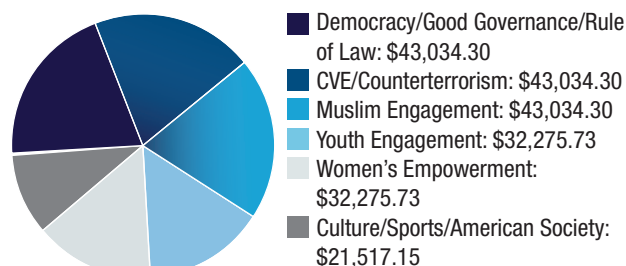
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: Not ranked
Corruption Perception Index: 180th
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 164th
Internet Access/100: 2 (2017)
Mobile Phone/100: 51

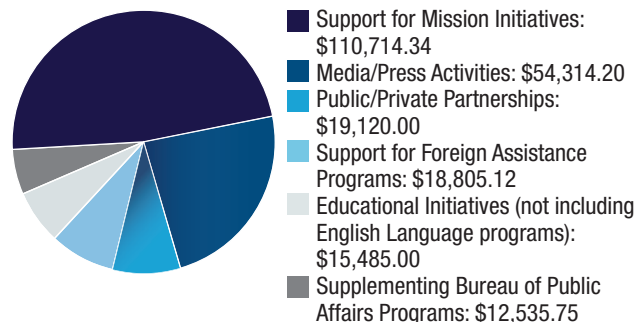
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$260,600 | Supplemental \$87,300

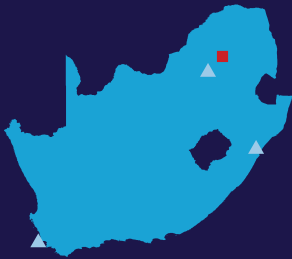
Spending by Theme



Spending by Program



South Africa



\$3,440,529
PD Spending FY19

59,308,690
Population

\$6,100
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,213,090
Population: 59,308,690
Below 24 yrs. old: 44.74%
Refugee population: 89,285
Urban population: 66%
GDP/Capita: \$6,100
Unemployment: 27.60%
Below Poverty Line: 16.80%
Literacy Rate: 87% (2017)
Avg. Years of Education: 13.3 (M), 14 (F)

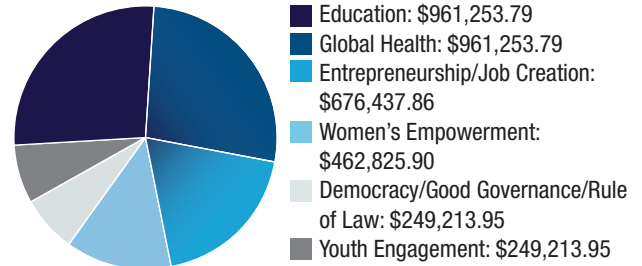
Social & Media Indicators

Inclusive Internet Index: 33rd
Social Progress Index: 73rd
Corruption Perception Index: 70th (Tied)
Economic Freedom Index: 106th (Mostly Unfree)
Good Country Index: 47th
Media Freedom Index: 31st
Internet Access/100: 56 (2017)
Mobile Phone/100: 160

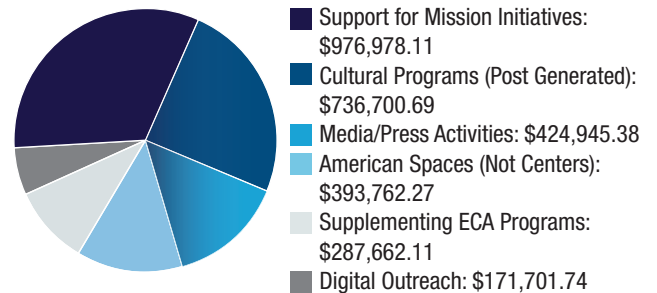
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,580,000 | Supplemental \$860,529

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

South Sudan



\$545,350
PD Spending FY19

11,193,725
Population

\$275
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 619,745
Population: 11,193,725
Below 24 yrs. old: 62.86%
Refugee population: 291,842
Urban population: 20%
GDP/Capita: \$275
Unemployment: 12.60%
Below Poverty Line: 66%
Literacy Rate: 35%
Avg. Years of Education: 5.9 (M), 3.5 (F)

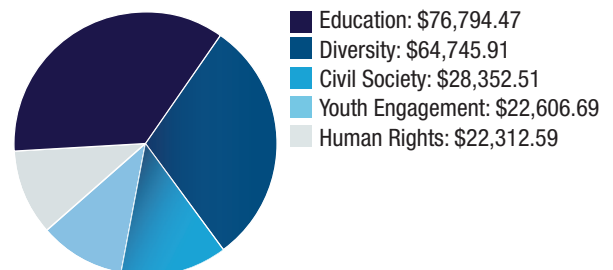
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 149th
Corruption Perception Index: 179th
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 139th
Internet Access/100: 8 (2017)
Mobile Phone/100: 33

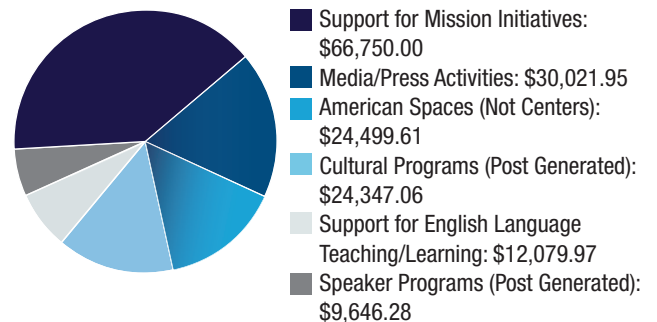
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$240,600 | Supplemental \$304,750

Spending by Theme



Spending by Program



Sudan



\$735,740

PD Spending FY19

43,849,260

Population

\$714

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,886,068
Population: 43,849,260
Below 24 yrs. old: 62.95%
Refugee population: 1,078,287
Urban population: 35%
GDP/Capita: \$714
Unemployment: 12.88%
Below Poverty Line: 47%
Literacy Rate: 61%
Avg. Years of Education: 8.3 (M), 7.7 (F)

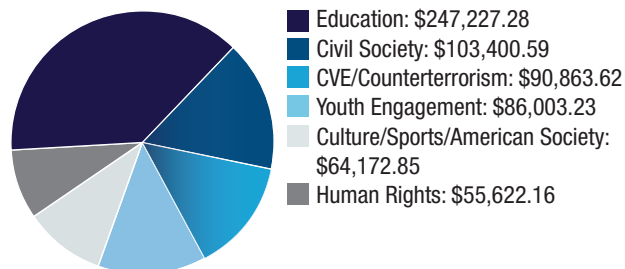
Social & Media Indicators

Inclusive Internet Index: 91st
Social Progress Index: 140th
Corruption Perception Index: 173rd (Tied)
Economic Freedom Index: 173rd (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 175th
Internet Access/100: 31 (2017)
Mobile Phone/100: 72

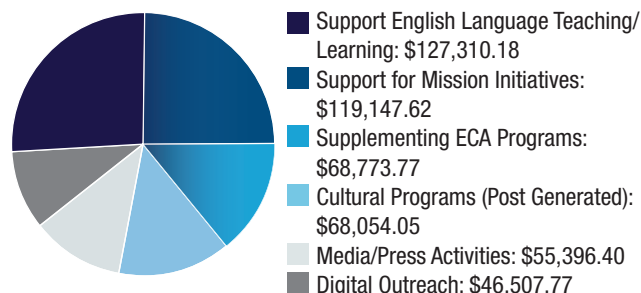
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$716,600 | Supplemental \$19,140

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Swaziland



\$292,120

PD Spending FY19

1,160,164

Population

\$4,145

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 17,363
Population: 1,160,164
Below 24 yrs. old: 52.34%
Refugee population: 696
Urban population: 23.80%
GDP/Capita: \$4,145.97
Unemployment: 22.85%
Below Poverty Line: 58.90%
Literacy Rate: 88.42%
Avg. Years of Education: No Data

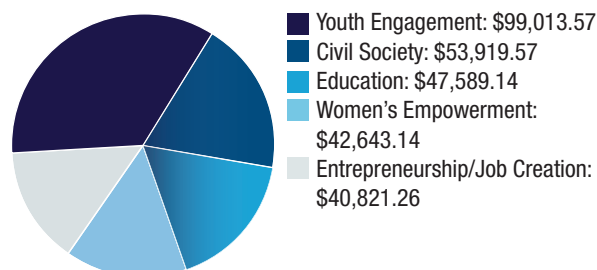
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 147th
Economic Freedom Index: Not Ranked
Good Country Index: 131st
Media Freedom Index: 174th
Internet Access/100: 20.8
Mobile Phone/100: 94

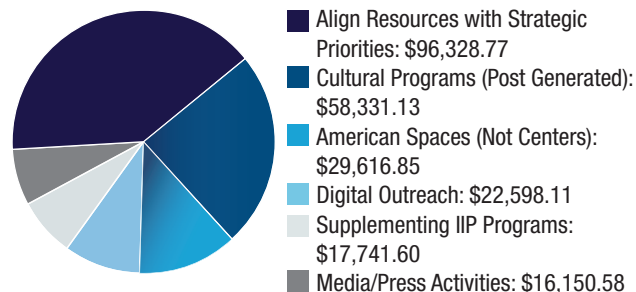
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$260,500 | Supplemental \$31,620

Spending by Theme



Spending by Program



Tanzania



\$700,350
PD Spending FY19

59,734,218
Population

\$1,104
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 885,800
Population: 59,734,218
Below 24 yrs. old: 63.09%
Refugee population: 278,322
Urban population: 34%
GDP/Capita: \$1,104
Unemployment: 2%
Below Poverty Line: 22.80%
Literacy Rate: 78% (2015)
Avg. Years of Education: 8.1 (M), 7.7 (F)

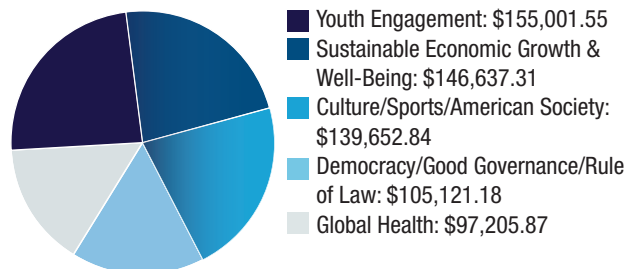
Social & Media Indicators

Inclusive Internet Index: 86th
Social Progress Index: 112th
Corruption Perception Index: 96th (Tied)
Economic Freedom Index: 89th (Moderately Free)
Good Country Index: 100th
Media Freedom Index: 118th
Internet Access/100: 25 (2017)
Mobile Phone/100: 77

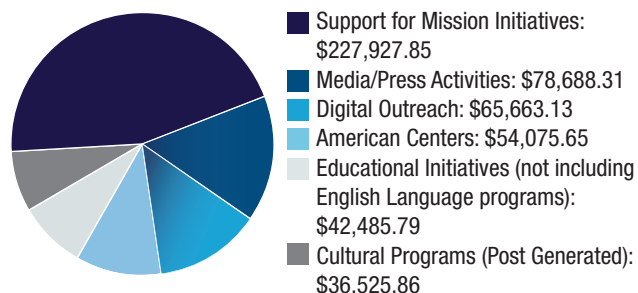
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$683,300 | Supplemental \$17,050

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Togo



\$612,825
PD Spending FY19

8,278,724
Population

\$671
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 54,390
Population: 8,278,724
Below 24 yrs. old: 58.76%
Refugee population: 12,336
Urban population: 42%
GDP/Capita: \$671
Unemployment: 2%
Below Poverty Line: 55.10%
Literacy Rate: 64% (2015)
Avg. Years of Education: 13.7 (M), 11.4 (F)

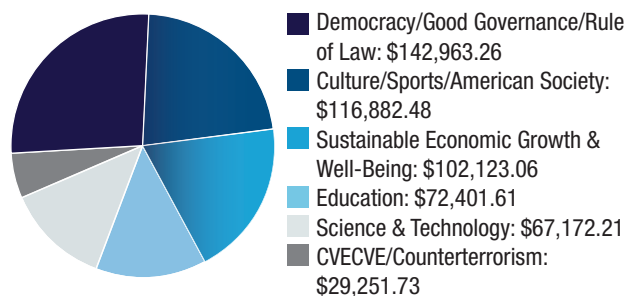
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 123rd
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 140th (Mostly Unfree)
Good Country Index: 78th
Media Freedom Index: 76th
Internet Access/100: 12 (2017)
Mobile Phone/100: 78

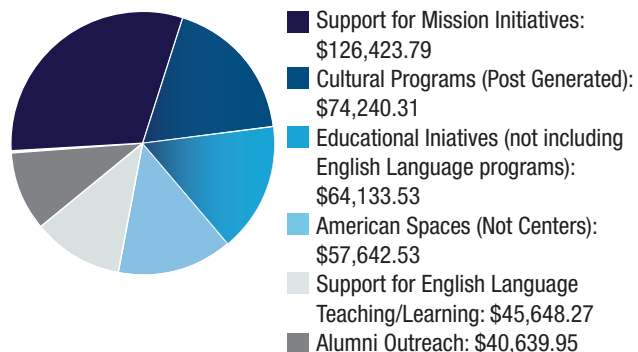
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$460,400 | Supplemental \$152,425

Spending by Theme



Spending by Program



Uganda



\$1,115,853
PD Spending FY19

45,741,007
Population

\$770
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 200,520
Population: 45,741,007
Below 24 yrs. old: 68.46%
Refugee population: 1,165,653
Urban population: 24%
GDP/Capita: \$770
Unemployment: 1.79%
Below Poverty Line: 21.40%
Literacy Rate: 77%
Avg. Years of Education: 11.5 (M), 10.4 (F)

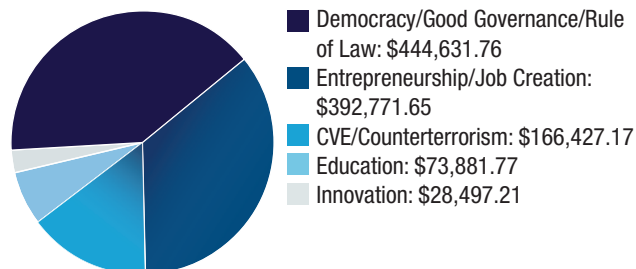
Social & Media Indicators

Inclusive Internet Index: 83rd
Social Progress Index: Not Ranked
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 102nd (Mostly Unfree)
Good Country Index: 56th
Media Freedom Index: 125th
Internet Access/100: 24 (2017)
Mobile Phone/100: 57

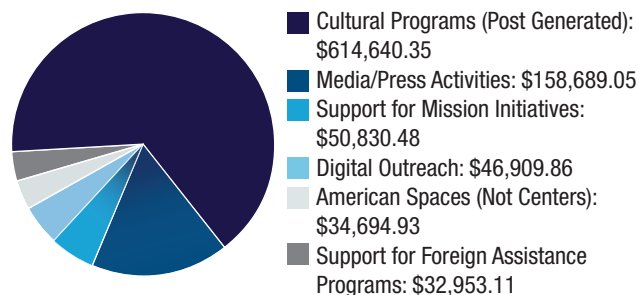
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$672,000 | Supplemental \$443,853

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Zambia



\$1,053,475
PD Spending FY19

18,383,955
Population

\$1,307
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 743,390
Population: 18,383,955
Below 24 yrs. old: 65.77%
Refugee population: 49,879
Urban population: 44%
GDP/Capita: \$1,307
Unemployment: 7.15%
Below Poverty Line: 54.40%
Literacy Rate: 87%
Avg. Years of Education: 11.5 (M), 10.6 (F)

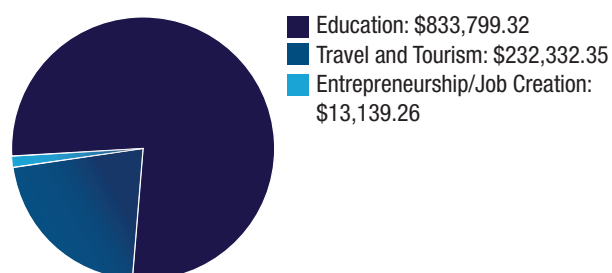
Social & Media Indicators

Inclusive Internet Index: 90th
Social Progress Index: Not Ranked
Corruption Perception Index: 113th (Tied)
Economic Freedom Index: 147th (Mostly Unfree)
Good Country Index: 80th
Media Freedom Index: 119th
Internet Access/100: 14
Mobile Phone/100: 89

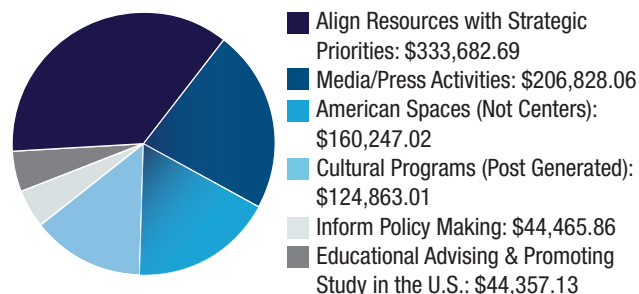
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$693,100 | Supplemental \$360,375

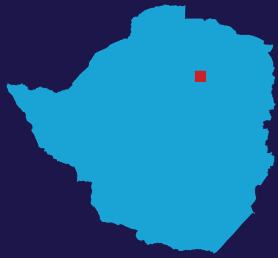
Spending by Theme



Spending by Program



Zimbabwe



\$1,347,140
PD Spending FY19

14,862,924
Population

\$859
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 386,850
Population: 14,862,924
Below 24 yrs. old: 58.48%
Refugee population: 7,797
Urban population: 32%
GDP/Capita: \$859
Unemployment: 4.90%
Below Poverty Line: 70%
Literacy Rate: 89%
Avg. Years of Education: 10.6 (M), 10.3 (F)

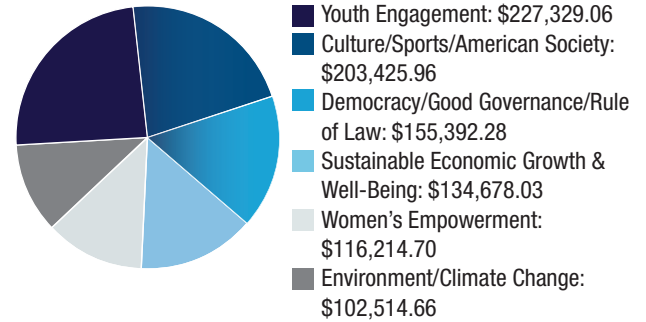
Social & Media Indicators

Inclusive Internet Index: 95th
Social Progress Index: 131st
Corruption Perception Index: 158th (Tied)
Economic Freedom Index: 174th (Repressed)
Good Country Index: 102nd
Media Freedom Index: 127th
Internet Access/100: 27 (2017)
Mobile Phone/100: 89

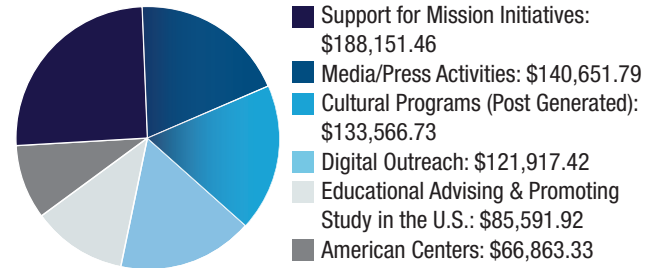
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,300,000 | Supplemental \$47,140

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

U.S. PUBLIC DIPLOMACY IN EAST ASIA AND THE PACIFIC



YSEALI alumni celebrate 70 years of partnership between the United States and Indonesia (December 2019).



BUREAU OF EAST ASIAN AND PACIFIC AFFAIRS (EAP)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$50.65 million	\$51.24 million	\$55.69 million	\$54.28 million	\$51.24 million
American Salaries	\$14.98 million	\$14.30 million	\$19.97 million	\$21.54 million	\$20.07 million
Supplemental	\$5.79 million	\$5.35 million	\$6.63 million	\$5.46 million	\$2.65 million
BBG/USAGM	\$60.13 million	\$63.95 million	\$68.49 million	\$62.89 million	\$67.62 million
TOTAL	\$131.55 million	\$134.84 million	\$150.78 million	\$144.17 million	\$141.58 million

STRATEGIC OVERVIEW

The prosperity and security of the United States are inextricably linked to the development and future progress of the East Asia and Pacific region. It is home to a third of the world's population and many of its fastest-growing economies. In the next decade, trade volume in Asia is expected to double, and by 2050, Asia's economies are projected to account for more than half of the world's gross domestic product.

While the 2017 National Security Strategy outlines a competitive approach toward the People's Republic of China (PRC), the U.S. government welcomes cooperation with the PRC as outlined in the Indo-Pacific strategy. This includes expansion of security cooperation with international partners to promote regional stability, advance maritime security and freedom of navigation, and address shared challenges throughout the region. The United States and its allies in the region are also working toward the establishment of a regional order in which national prosperity is respected, and open sea lanes facilitate growth and prosperity.

Along with security and economic prosperity, the United States promotes responsive governments, empowered citizens, and strong regional institutions. Through the Indo-Pacific Transparency Initiative announced in November 2018, the United States is working with governments and civil society to support their efforts on good governance, transparency, rule of law, protection of human rights, and expansion of opportunities for women and minority groups.

All of these efforts build on strong people-to-people ties, deeply rooted in trust and personal relationships. EAP public diplomacy programs work to strengthen these ties, and to engage governments, opinion leaders, media, and civil society in support of mutually beneficial goals.

The 46 embassies, consulates, and offices within the Bureau of East Asian and Pacific Affairs (EAP) geographic region utilize PD tools and programs to achieve U.S. foreign policy goals and objectives by understanding, informing, and influencing foreign publics, and by expanding and strengthening the relationship between the people and government of the United States and citizens of the East Asia and Pacific region.

U.S. FOREIGN POLICY GOALS

Consistent with the National Security Strategy, the Administration's vision for the Indo-Pacific, and the State/USAID Joint Strategic Plan, the EAP Bureau's foreign policy goals are:

- A competitive approach to the People's Republic of China, based on a clear-eyed assessment of the Chinese Communist Party's intentions and actions, a reappraisal of the United States' many strategic advantages and shortfalls, and a tolerance of greater bilateral friction;
- Enhanced security at home and abroad through strengthened U.S. ties with allies and partners;
- Sustained and inclusive economic growth and prosperity that is driven by open market economic policies, high-standard investment, increased connectivity, inclusive health and education systems, improved natural resource management, and free, fair and reciprocal trading relationships;
- A rules-based order in the Indo-Pacific supported by transparent and accountable governments that advances long-term democratic development and resolves disputes peacefully through international law and respect for national sovereignty; and
- Increased political and economic pressure on North Korea to persuade it to abandon its nuclear weapons and ballistic-missile programs.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

U.S. public diplomacy advances U.S. foreign policy priorities in the East Asia and Pacific region with a focus on the following goals:

- Promote a positive vision of the United States and American values while countering PRC propaganda and disinformation;
- Promote a free and open Indo-Pacific with a focus on:
 - advocating for economic growth through fair and reciprocal trade and investment;
 - supporting a rules-based order that advances democratic governance and resolves disputes peacefully;
 - strengthening transnational ties to maintain security in the region and to counter violent extremism; and
 - advancing human capital development.
- Strengthen international resolve to work towards the denuclearization of North Korea.

Promote a positive vision of the United States and American values while countering PRC propaganda and disinformation

EAP public diplomacy efforts focus on promoting a positive vision of the United States to ensure that publics and governments in the region continue to identify the United States as an indispensable partner. Over the course of 2019, EAP collaborated with a wide array of stakeholders to counter the disinformation, propaganda, and false narratives that circulate in the information environment across the region. Working extensively with the Department's Global Engagement Center (GEC), EAP has supported the implementation of programming in the field that proactively builds capacity among local stakeholders and partner governments to identify, monitor, and push back against disinformation.

For example, Embassy Manila's GEC-funded conference on "The Future of U.S.-Philippines Bilateral Relations" drew government, business, and academic influencers, providing a platform for U.S. government and private sector voices to promote a positive U.S. vision and puncture false PRC narratives. Similarly, in Jakarta, the U.S. Mission to ASEAN's GEC-funded "U.S.-ASEAN Partnership Forum" gathered leading thinkers from across sectors for a multi-day consideration of U.S.-ASEAN economic relations, security cooperation, and ASEAN's role in the U.S. Indo-Pacific Strategy.

Missions held numerous youth and media workshops on combating pervasive disinformation, including "Break the Fake" hackathons for Young Southeast Asian Leaders Initiative (YSEALI) participants; a GEC-funded series of workshops for Thai journalists, editors, and social media influencers to identify and counter adversarial disinformation and improve methods to identify fake news; and the American Institute in Taiwan's "Defending Democracy through Media Literacy" event for journalists and academics from throughout the Indo-Pacific.

Mission Malaysia, Mission Mongolia, and the American Institute in Taiwan all hosted TechCamps on media literacy, which brought together young journalists and social media influencers from throughout the region to discuss how to counter disinformation campaigns from both China and Russia. Expert trainers for these intensive workshops and TechCamps hailed from around the

world, including the United States. As such, they initiated long-lasting relationships between American experts and practitioners in the EAP region, and created a linked cohort of media influencers across borders in EAP.

Finally, multiple missions held events and launched campaigns promoting freedom of speech and freedom of the press as essential elements in combating disinformation effects. In one notable example, Embassy Rangoon's "First Amendment Series" explored the role of fundamental freedoms in a democracy with American Center audiences.

Promote a free and open Indo-Pacific

The U.S. approach to advancing a free and open Indo-Pacific focuses on economics, governance, security, and human capital. Together, EAP and the Bureau of South Central Asian Affairs (SCA) work to advance these goals in a region that stretches from the Pacific Ocean to the west coast of India.

ECONOMICS

EAP public diplomacy programs emphasize the role of private investment in improving livelihoods and highlight U.S. collaboration with partners to develop sustainable infrastructure that connects the region and promotes lasting growth. Campaigns such as Embassy Manila's #goodBUSinessPH series and Embassy Singapore's American Corporate Excellence messaging initiative focused on the high standards and values American companies employ overseas, countering an emerging narrative about China as the region's preferred economic partner. By highlighting the U.S. private sector's best practices, PD programs also drew attention to U.S. contributions to economic prosperity in Southeast Asia. For example, the U.S.-Japan-Myanmar Investment Forum on Responsible Business promoted U.S. private sector leadership by highlighting the opening of an American Business Corner in Mandalay, a first in the region. In Laos, the American Center Vientiane's new AC STEM Lab provided digital literacy skills training for aspiring business professionals.

GOVERNANCE

For long term, sustainable economic growth, governing structures must be open, transparent, and fair. Public diplomacy programs over the past year addressed the increasing risks of disinformation and promoted freedom of the press and strong civil society organizations. These programs included reporting tours for journalists on topics such as private-sector led economic development. Partnering with Google, Embassy Bangkok led ten train-the-trainers sessions in digital citizenship competencies. Public Affairs Ho Chi Minh City's news literacy training program connected journalism professors, lawyers, and media experts with students and young professionals. A Rangoon federalism symposium united government and non-government actors to advance the Burma's peace process.

SECURITY

In the security realm, public diplomacy activities focused on maritime domain awareness, humanitarian relief and disaster management, and peacekeeping operations. Sample programs included speaking tours by prominent U.S. experts; International Visitor Leadership Program (IVLP) exchanges for crisis management professionals from the region; seminars and workshops for journalists; and youth-focused events such as Embassy Manila's "haquathon" for young entrepreneurs, which encouraged technology-based solutions to illegal and unregulated activity in the maritime space. In addition, posts across the region used multiple ship visits to deepen military relationships and to expand security cooperation in support of a free, open, and rules-based order in the region. In Thailand, a peace dialogue training on preventing violent extremism through inter-religious dialogue reached minority Thai-Muslim youths and their majority Buddhist counterparts.

HUMAN CAPITAL

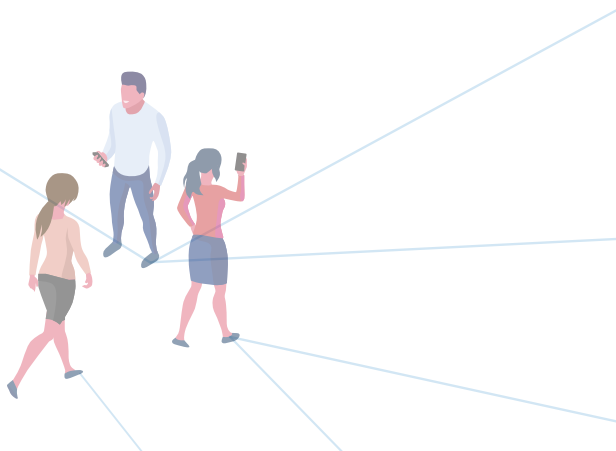
Posts combined long-standing U.S. government exchange programs, post-driven initiatives, and private-sector partnerships to invest in host countries' current and emerging leaders. Embassy Singapore partnered with a range of American companies on a mentorship program for underserved Singaporean youth, leveraging the talents and networks of the mission's exchange program alumni. Embassy Manila's Filipina STEM Leaders Forum connected participants with women leaders in science and technology from IBM, Accenture, Pointwest Technologies, and Women Who Code. An Embassy Jakarta IVLP exchange on religious pluralism introduced Indonesian faith leaders to their U.S. counterparts to discuss tolerance and messaging. Finally, missions in the region leveraged EducationUSA to open the door to U.S. higher education to thousands of new students throughout the region.

Strengthen international resolve to work towards the denuclearization of North Korea

At the June 2018 U.S.-DPRK Summit in Singapore, both nations committed to work toward the complete denuclearization of the DPRK and the establishment of new U.S.-DPRK relations focused on peace and prosperity. EAP's public diplomacy strategy focuses on the benefits to the DPRK of denuclearization while reinforcing international coordination to pressure the DPRK to return to talks with the United States and act on its denuclearization commitment.

Additionally, PD campaigns work to raise general awareness of the ongoing security challenge North Korea poses to international peace and security. Reporting tours for journalists and digital media specialists provide them with access to subject matter experts – such as diplomats, U.S. military officials, academics, and NGO representatives – who explain U.S. policy toward North Korea as well as the broader U.S. Indo-Pacific strategy. These tours generate print and broadcast stories that supply key audiences with facts about North Korea and the United States and the regional economic, governance, and security equities at stake.

EAP also collaborates with the Bureau of Democracy, Human Rights, and Labor to highlight the DPRK's egregious human rights record. Targeted research and digital programs highlight North Korea's human rights violations and abuses through the voices of those who have fled the country. As part of this effort, the U.S. Embassy in Seoul's PD Spaces Team helped 18 North Korean defector youth to assimilate into South Korean society through an intensive six-week Makerspace Program at the American Center in Korea (ACK).



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

In addition to the initiatives highlighted in the section above, embassies and consulates across the region used public diplomacy tools to reach local audiences through a broad range of outreach and exchange programs, digital media campaigns, media training, and much more. Over 80 American Spaces provide venues for Asia-Pacific publics to access credible information about the United States and to meet with American experts to discuss a range of U.S. foreign policy topics, such as the rule-of-law, cyber security, and detecting and combating disinformation. Below are a few examples of regional and country-specific programs in support of U.S. policy goals.

Young Southeast Asian Leaders Initiative (YSEALI):

Approximately 650 million people live in Southeast Asia, and 65 percent of the population is under the age of 35. A core public diplomacy goal is to engage this critical demographic so the United States remains an indispensable partner in business, education, and international cooperation, now and in the future. YSEALI achieves this goal by building a network of effective leaders throughout Southeast Asia, with a particular focus on developing the capabilities of young leaders, strengthening people-to-people ties between the United States and Southeast Asia, promoting regional collaboration on problems of mutual concern, and nurturing an ASEAN community.

YSEALI has an online membership of more than 145,000 youth across the region, and there are more than 5,000 alumni of YSEALI programs. YSEALI programs include professional and academic exchanges conducted by ECA and a host of regional programs that include workshops, grants competitions, an annual summit, an annual community service campaign, and digital engagement. Under the theme “Advancing Partnership for Sustainability,” the 2019 YSEALI summit brought together 150 alumni to provide supportive engagement on sustainable economic cooperation and reinforce their role as leaders of their generation. Upon return to their home countries, they carried out local community activities on the theme of sustainability, taking the message to broader audiences.

Young Pacific Leaders (YPL): Since 2013, YPL has been the flagship program for forging strong, positive ties between the United States and emerging leaders across 19 Pacific nations and territories, including Papua New Guinea, the Solomon Islands, Vanuatu, Fiji, Kiribati, Nauru, Tonga, Tuvalu, Samoa, Cook Islands, Niue, the Federated States of Micronesia, the Republic of the Marshall Islands, Palau, French Polynesia, New Caledonia, Wallis & Futuna, Australia, and New Zealand. The program includes an annual leadership conference and a small grants program. YPL has nearly 200 alumni with diverse backgrounds, including diplomats, government officials, teachers, NGO leaders, and journalists. In 2019, 13 alumni received grants of \$10,000 each to implement projects in their countries related to the program pillars of education, economic development, resource management, and good governance.

Advancing the Indo-Pacific Strategy: Mission Australia convened analysts, scholars, officials, and emerging leaders from the United States, Australia, and seven Indo-Pacific nations for a two-day policy dialogue and strategic futures simulation focused on Indo-Pacific Strategy implementation. Funded by EAP/PD and implemented by a grant to the United States Studies Centre, the program enabled key thought leaders to provide recommendations on Indo-Pacific Strategy implementation while also integrating emerging Australian leaders into the long-term advancement of the strategy. On the economic front, Embassy Manila and the Asia-Pacific Media Hub partnered with the Asian Development Bank to host journalists from eight Southeast Asian nations for a first-ever workshop on developing media expertise in infrastructure project development. During the pilot program, journalists learned about regional infrastructure needs and the critical role of the private sector in responsible infrastructure investment.

Sports Diplomacy: In preparation for the Tokyo Olympics and Paralympics, Mission Japan continued to promote study in the United States through “Go for Gold” classroom visits by diplomats and community events featuring Olympians and Paralympians. More than 24,000 students across Japan have participated in the Go for Gold program, and millions more have seen or read about the program through newspaper articles and television broadcasts. Mission Malaysia used strategic sports programming throughout the year, including an NBA partnership to reach audiences in Eastern Malaysian states, and race events showcasing Fulbright English Teaching Assistant programming and sports opportunities for women and girls.

Programs for North Korean Defectors: U.S. Embassy Seoul launched the youth outreach initiative “NextGen Matters” in November 2018. The program seeks to engage 1,000 Korean youth to discuss their perspectives on key geopolitical issues. In addition, Embassy Seoul piloted an English Access Microscholarship Program (Access) for young North Korean defectors to help them to improve their English, introduce U.S. culture and democratic values, and develop their leadership skills. To reach a wider audience, a State Department English Language Fellow was placed at a local high school for defectors. Notably, post now counts over 150 North Korean defectors as alumni of embassy exchange programs.

Celebrating and Strengthening Bilateral Relationships

- **Mission Indonesia** marked the 70th anniversary of the U.S.-Indonesia bilateral relationship with a year of programming around the theme “Celebrating Diversity, Partnership, and Prosperity.” This whole-of-mission effort included collaboration between the U.S. and Indonesian private and public sectors, government-to-government events in both countries, and engagement with Indonesia’s emerging generation in person and online, to demonstrate the depth and breadth of the U.S.-Indonesia relationship.
- **Mission China** marked the 40th anniversary of U.S.-PRC diplomatic relations with a year-long campaign that was both retrospective and aspirational. The campaign targeted audiences born after 1979, using cultural events, exhibitions, media events, Ambassador engagements, and social media to highlight the benefits China has received through its relationship with the United States over the past 40 years. From leadership level interviews with former President Jimmy Carter to personal stories from U.S. government exchange alumni, Mission China featured people-to-people connections to show how the PRC’s opening and reform and its economic growth has been intrinsically tied to its relationship with the United States and the outside world.
- **The American Institute in Taiwan (AIT)** publicly reaffirmed the U.S. commitment to Taiwan through a year-long “AIT@40” campaign, which leveraged the 40th anniversary of the Taiwan Relations Act and the concurrent founding of AIT. The AIT@40 campaign reinforced the depth, breadth, and importance of the U.S.-Taiwan friendship through 12 monthly themes, including security cooperation, trade and investment, and shared values. The campaign’s centerpiece was an April 2019 reception attended by Taiwan’s president and U.S. Members of Congress, followed by an AIT@40 congratulatory message in bright lights on Taipei 101, Taiwan’s premier skyscraper. The AIT@40 campaign led to improved pro-American public sentiment and a significant increase in AIT’s social media audience.
- **Mission Mongolia** carried out the 2019 U.S.-Mongolia Year of Youth, which was jointly announced by the U.S. Secretary of State and Mongolian Prime Minister Ukhnaagiin Khurelsukh. Among other initiatives, U.S. Embassy Ulaanbaatar hosted a TechCamp that brought to Mongolia young journalists and social media influencers from seven Indo-Pacific and Central Asian countries to develop strategies to counter Russian and PRC disinformation. With dozens of events using culture, education, film, music, and sports, Mission Mongolia encouraged youth to see the United States as Mongolia’s preferred partner based on shared democratic values.

SPOTLIGHT:

ADVANCING LONG-TERM LEADERSHIP INITIATIVE (ALLI) INDO-PACIFIC SUMMIT



ALLI Summit participants at work

To develop future leaders in the Indo-Pacific region, U.S. Embassy Tokyo hosted 44 young professionals selected from more than 500 applicants from 16 Indo-Pacific countries (Japan, South Korea, India, Brunei, Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Laos, Singapore, Thailand, Vietnam, Timor-Leste, Australia, and the United States) for the Advancing Long-term Leadership Initiative (ALLI) Indo-Pacific Summit, December 13-14, 2019. The participants, USG-sponsored exchange program alumni aged 20-27, built leadership skills and collaborated on solutions to contemporary and future regional and global challenges. The summit focused on civic leadership and building an Indo-Pacific identity.

Summit participants continue to advocate for the prosperity and success of the Indo-Pacific region through meaningful civic engagement and collaboration. For example, a team from the Philippines, India, and Laos is developing empowerment programs and regional dialogues to promote skills-building and critical thinking among women to position them as leaders in their communities. Another team representing the United States, Singapore, and Vietnam is working to launch the Indo-Pacific Youth Dialogue on the margins of the next Association of Southeast Asian Nations (ASEAN) Summit to promote youth involvement in governance.

EAP POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Japan*	\$9.68 million	\$0	\$9.36 million	\$0	\$9.36 million	\$88,000	\$9.09 million	\$527,888
2	China	\$7.93 million	\$200,000	\$7.95 million	\$43,713	\$7.91 million	\$61,465	\$8.09 million	\$15,970
3	Indonesia	\$6.66 million	\$360,206	\$5.67 million	\$383,635	\$6.62 million	\$678,396	\$4.96 million	\$314,011
4	South Korea	\$4.22 million	\$108,310	\$4.34 million	\$167,007	\$4.55 million	\$218,000	\$4.26 million	\$177,861
5	Australia	\$2.86 million	\$0	\$3.21 million	\$0	\$3.46 million	\$350,000	\$2.87 million	\$36,982
6	Thailand	\$2.37 million	\$498,363	\$2.10 million	\$470,565	\$1.91 million	\$747,087	\$1.88 million	\$655,800
7	Malaysia	\$2.09 million	\$237,296	\$1.76 million	\$107,828	\$1.77 million	\$117,610	\$1.70 million	\$495,617
8	Singapore	\$1.41 million	\$0	\$1.51 million	\$0	\$1.23 million	\$501,000	\$1.28 million	\$800,323
9	Vietnam	\$2.10 million	\$1.30 million	\$1.68 million	\$1.13 million	\$1.55 million	\$1.01 million	\$1.50 million	\$447,026
10	Philippines	\$2.73 million	\$329,305	\$2.84 million	\$197,807	\$1.85 million	\$521,000	\$1.61 million	\$250,119
11	Burma	\$1.36 million	\$1.70 million	\$1.17 million	\$1.37 million	\$975,818	\$296,194	\$1.04 million	\$574,689
12	Hong Kong (China)	\$1.50 million	\$0	\$1.50 million	\$0	\$1.66 million	\$0	\$1.41 million	\$149,925
13	New Zealand	\$1.61 million	\$0	\$1.67 million	\$0	\$1.39 million	\$0	\$1.37 million	\$6,738
14	Cambodia	\$1.07 million	\$458,755	\$630,917	\$460,810	\$642,492	\$614,914	\$616,639	\$361,755
15	Laos	\$1.05 million	\$75,946 million	\$484,161	\$314,241	\$450,739	\$238,646	\$473,097	\$157,125
16	Mongolia	\$492,400	\$52,116	\$439,112	\$77,334	\$451,875	\$197,038	\$406,734	\$145,368
17	Papua New Guinea, Solomon Islands, Vanuatu	\$388,027	\$243,779	\$341,654	\$224,292	\$346,670	\$161,900	\$340,811	\$157,880

EAP POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
18	Fiji, Kiribati, Nauru, Tonga, Tuvalu	\$492,153	\$153,000	\$450,496	\$166,800	\$681,335	\$27,448	\$479,734	\$17,767
19	Brunei	\$491,782	\$0	\$298,296	\$0	\$273,998	\$0	\$291,690	\$4,428
20	Timor-Leste	\$224,766	\$0	\$238,308	\$0	\$241,448	\$24,938	\$243,132	\$21,500
21	Palau	\$34,160	\$2,000	\$15,877	\$0	\$70,616	\$0	\$48,866	\$90,000
22	Micronesia	\$51,088	\$0	\$40,815	\$0	\$94,409	\$379,688	\$85,563	\$41,500
23	Samoa	\$71,663	\$0	\$90,433	\$0	\$115,693	\$1,400	\$89,303	\$13,900
24	Marshall Islands	\$20,553	\$0	\$40,172	\$0	\$72,594	\$0	\$65,753	\$400

*Japan's ranking is driven by the country's high operational overhead costs.

Other Posts

Post	FY 2016		FY 2017		FY 2018		FY 2019	
	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
Taiwan	\$117,300	\$73,886	\$79,063	\$90,293	\$74,750	\$94,067	\$94,750	\$227,404

Country Profiles

U.S. Public Diplomacy in East Asia and the Pacific



Australia



\$2,906,982

PD Spending FY19

25,499,884

Population

\$53,933

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 7,692,020

Population: 25,499,884

Below 24 yrs. old: 31.61%

Refugee population: 56,933

Urban population: 86%

GDP/Capita: \$53,825

Unemployment: 7.10%

Below Poverty Line: 13.60%

Literacy Rate: 99%

Avg. Years of Education: 21.6 (M), 22.6 (F)

Social & Media Indicators

Inclusive Internet Index: 4th (Tied)

Social Progress Index: 12th

Corruption Perception Index: 12th (Tied)

Economic Freedom Index: 4th (Free)

Good Country Index: 20th

Media Freedom Index: 21st

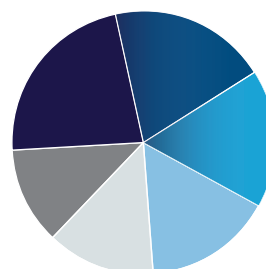
Internet Access/100: 87 (2017)

Mobile Phone/100: 114

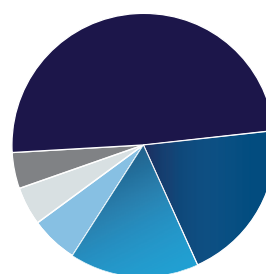
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,870,000 | Supplemental \$36,982

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Brunei



\$296,118

PD Spending FY19

437,479

Population

\$27,871

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 5,270

Population: 437,479

Below 24 yrs. old: 38.55%

Refugee population: 3

Urban population: 78%

GDP/Capita: \$27,871

Unemployment: 9.30%

Below Poverty Line: ~5%

Literacy Rate: 97%

Avg. Years of Education: 14 (M), 14.8 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: 35th (Tied)

Economic Freedom Index: 61st (Moderately Free)

Good Country Index: 70th

Media Freedom Index: 152nd

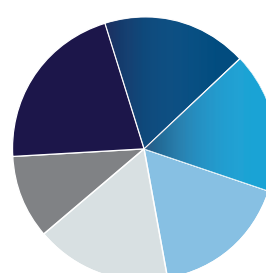
Internet Access/100: 95 (2017)

Mobile Phone/100: 132

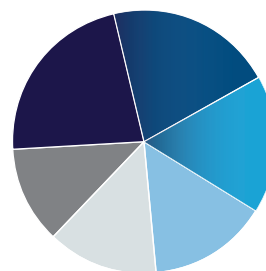
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$291,690 | Supplemental \$4,428

Spending by Theme



Spending by Program



Burma



\$1,614,689
PD Spending FY19

54,409,800
Population

\$1,244
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 653,080
Population: 54,409,800
Below 24 yrs. old: 42.97%
Refugee population: N/A
Urban population: 31%
GDP/Capita: \$1,244
Unemployment: N/A
Below Poverty Line: 25.6%
Literacy Rate: 76% (2016)
Avg. Years of Education: 10.1 (M), 10.5 (F)

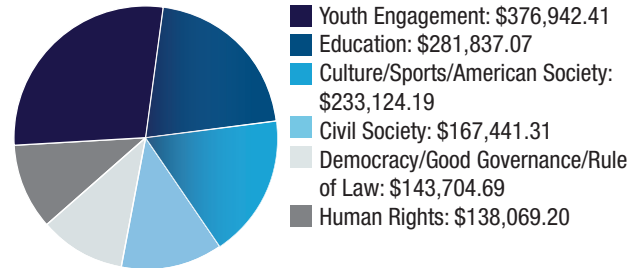
Social & Media Indicators

Inclusive Internet Index: 67th
Social Progress Index: 113th
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 141st (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 38th
Internet Access/100: 31 (2017)
Mobile Phone/100: 114

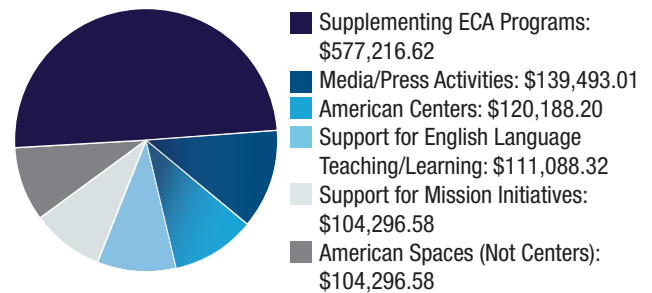
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,040,000 | Supplemental \$574,689

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Cambodia



\$978,394
PD Spending FY19

16,718,965
Population

\$1,620
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 176,520
Population: 16,718,965
Below 24 yrs. old: 47.46%
Refugee population: 61 (2017)
Urban population: 23%
GDP/Capita: \$1,620
Unemployment: 1.02%
Below Poverty Line: 16.50%
Literacy Rate: 81% (2015)
Avg. Years of Education: 11.8 (M), 10.9 (F)

Social & Media Indicators

Inclusive Internet Index: 73rd
Social Progress Index: 119th
Corruption Perception Index: 162nd (Tied)
Economic Freedom Index: 113th (Mostly Unfree)
Good Country Index: 130th
Media Freedom Index: 143rd
Internet Access/100: 40
Mobile Phone/100: 119

Public Diplomacy Spending

Total FY 2019 | DP (.7) \$616,639 | Supplemental \$361,755

Spending by Theme

Note:
Spending data by theme and program not available at time of collection

China



\$8,105,970

PD Spending FY19

1,439,323,776

Population

\$10,098

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 9,388,210

Population: 1,439,323,776

Below 24 yrs. old: 28.77%

Refugee population: 321,756

Urban population: 59%

GDP/Capita: \$10,098

Unemployment: 6%

Below Poverty Line: 3.30%

Literacy Rate: 97%

Avg. Years of Education: 13.7 (M), 14.1 (F)

Social & Media Indicators

Inclusive Internet Index: 36th (Tied)

Social Progress Index: 89th

Corruption Perception Index: 80th (Tied)

Economic Freedom Index: 103rd (Mostly Unfree)

Good Country Index: 61st

Media Freedom Index: 177th

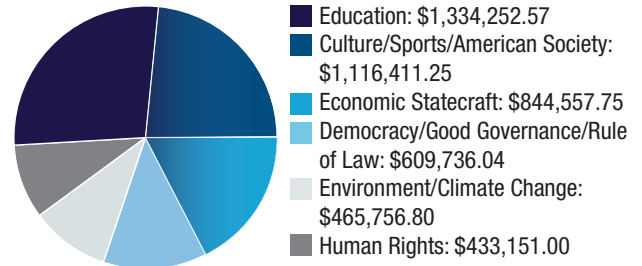
Internet Access/100: 54 (2017)

Mobile Phone/100: 116

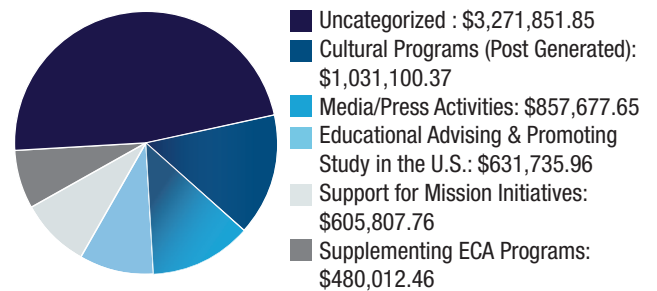
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$8,090,000 | Supplemental \$15,970

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Fiji



\$497,501

PD Spending FY19

896,445

Population

\$6,379

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 18,270

Population: 896,445

Below 24 yrs. old: 42%

Refugee population: 4

Urban population: 56%

GDP/Capita: \$6,379

Unemployment: 4.30%

Below Poverty Line: 30%

Literacy Rate: 99%

Avg. Years of Education: 10.7 (M), 11 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 91st

Corruption Perception Index: Not Ranked

Economic Freedom Index: 77th (Moderately Free)

Good Country Index: 85th

Media Freedom Index: 52nd; (45th Tonga)

Internet Access/100: 50 (2017)

Mobile Phone/100: 118 (2017)

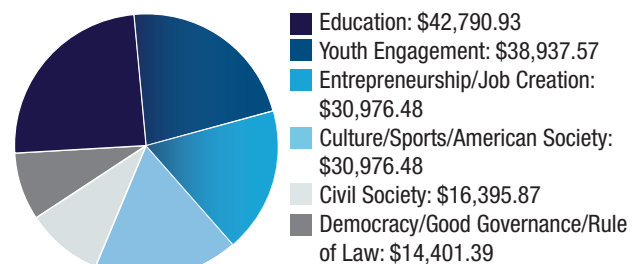
Note:

Post also oversees programs in Kiribatu, Nauru, Tonga & Tuvalu. Country profile demographics and social indicators are for the primary country.

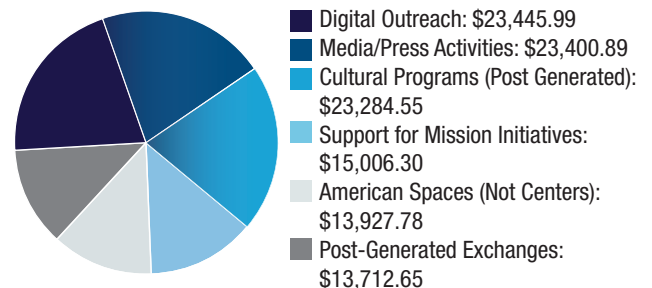
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$479,734 | Supplemental \$17,767

Spending by Theme



Spending by Program



Hong Kong (China)



\$1,559,925
PD Spending FY19

7,496,981
Population

\$49,334
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,050
Population: 7,496,981
Below 24 yrs. old: 21.62%
Refugee population: 141
Urban population: 100%
GDP/Capita: \$49,334
Unemployment: 5.90%
Below Poverty Line: 20%
Literacy Rate: 99%
Avg. Years of Education: 16.6 (M), 16.4 (F)

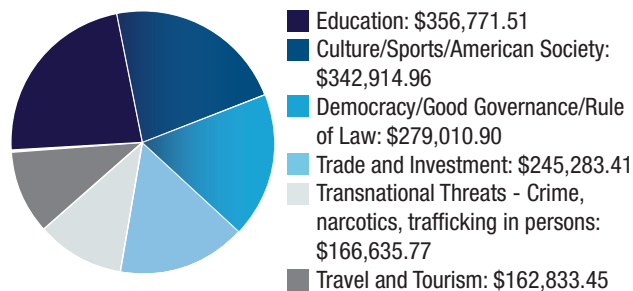
Social & Media Indicators

Inclusive Internet Index: 14th
Social Progress Index: Not Ranked
Corruption Perception Index: 16th
Economic Freedom Index: 2nd (Mostly Free)
Good Country Index: Not Ranked
Media Freedom Index: 73rd
Internet Access/100: 91
Mobile Phone/100: 270

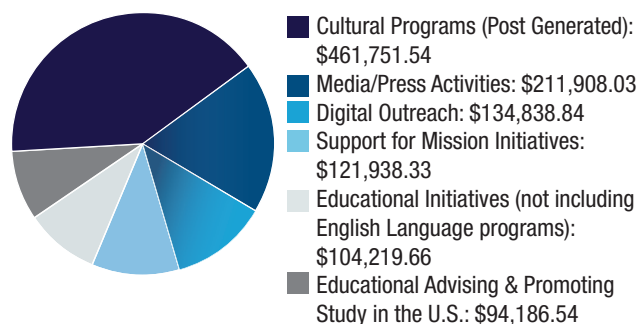
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,410,000 | Supplemental \$149,925

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Indonesia



\$5,274,011
PD Spending FY19

273,523,615
Population

\$4,163
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,811,570
Population: 273,523,615
Below 24 yrs. old: 40.63%
Refugee population: 10,793
Urban population: 55%
GDP/Capita: \$4,163
Unemployment: 5.01%
Below Poverty Line: 20.60%
Literacy Rate: 96%
Avg. Years of Education: 12.9 (M), 12.9 (F)

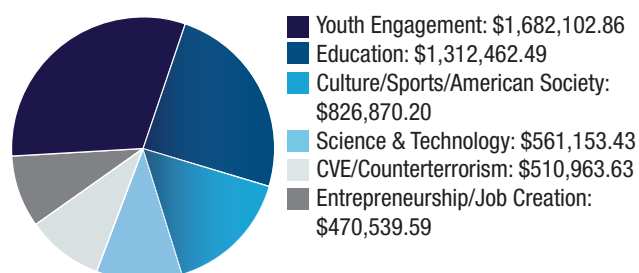
Social & Media Indicators

Inclusive Internet Index: 57th
Social Progress Index: 85th
Corruption Perception Index: 85th (Tied)
Economic Freedom Index: 54th (Moderately Free)
Good Country Index: 87th
Media Freedom Index: 124th
Internet Access/100: 40
Mobile Phone/100: 119

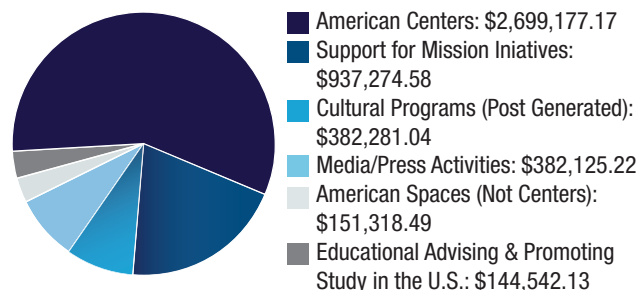
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$4,960,000 | Supplemental \$314,011

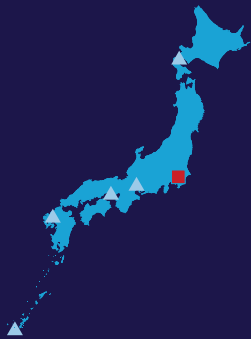
Spending by Theme



Spending by Program



Japan



\$9,617,888
PD Spending FY19

126,476,461
Population

\$40,846
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 364,560
Population: 126,476,461
Below 24 yrs. old: 21.96%
Refugee population: 1,895
Urban population: 92%
GDP/Capita: \$40,846
Unemployment: 2.29%
Below Poverty Line: 15.60%
Literacy Rate: 99%
Avg. Years of Education: 15.3 (M), 15.2 (F)

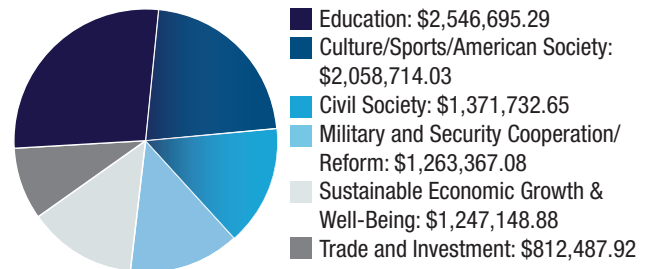
Social & Media Indicators

Inclusive Internet Index: 17th
Social Progress Index: 10th
Corruption Perception Index: 20th
Economic Freedom Index: 30th (Mostly Free)
Good Country Index: 24th
Media Freedom Index: 67th
Internet Access/100: 91
Mobile Phone/100: 141

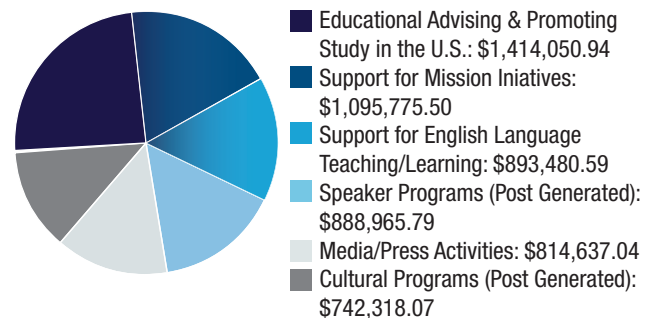
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$9,090,000 | Supplemental \$527,888

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Laos



\$630,222
PD Spending FY19

7,275,560
Population

\$2,670
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 230,800
Population: 7,275,560
Below 24 yrs. old: 51.85%
Refugee population: 1
Urban population: 35%
GDP/Capita: \$2,670
Unemployment: 0.57%
Below Poverty Line: 23.20%
Literacy Rate: 85% (2015)
Avg. Years of Education: 11.3 (M), 10.8 (F)

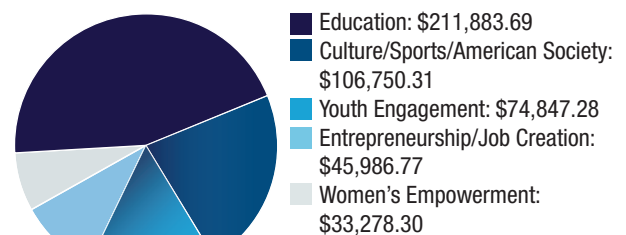
Social & Media Indicators

Inclusive Internet Index: 78th
Social Progress Index: 120th
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 129th (Mostly Unfree)
Good Country Index: 134th
Media Freedom Index: 171st
Internet Access/100: 26 (2017)
Mobile Phone/100: 52

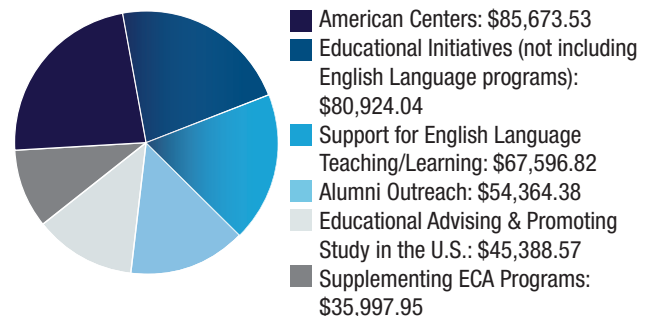
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$473,097 | Supplemental \$157,125

Spending by Theme



Spending by Program



Malaysia



\$2,195,617
PD Spending FY19

32,370,000
Population

\$11,136
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 328,550
Population: 32,370,000
Below 24 yrs. old: 43.43%
Refugee population: 121,302
Urban population: 76%
GDP/Capita: \$11,136
Unemployment: 3.32%
Below Poverty Line: ~16%
Literacy Rate: 95%
Avg. Years of Education: 13.1 (M), 13.8 (F)

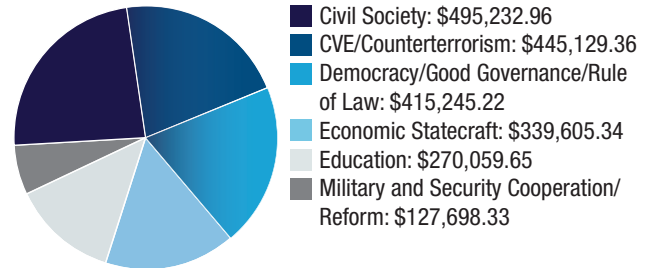
Social & Media Indicators

Inclusive Internet Index: 35th
Social Progress Index: 46th
Corruption Perception Index: 51st
Economic Freedom Index: 24th (Mostly Free)
Good Country Index: 45th
Media Freedom Index: 123rd
Internet Access/100: 81
Mobile Phone/100: 135

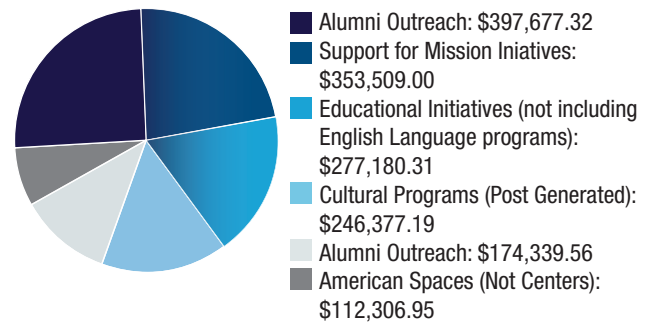
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,700,000 | Supplemental \$495,617

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Marshall Islands



\$66,153
PD Spending FY19

77,917
Population

\$3,788
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 181
Population: 77,917
Below 24 yrs. old: 52.03%
Refugee population: N/A
Urban population: 78%
GDP/Capita: \$3,788 (2018)
Unemployment: 36% (2006 est.)
Below Poverty Line: N/A
Literacy Rate: 98% (2011)
Avg. Years of Education: No Data

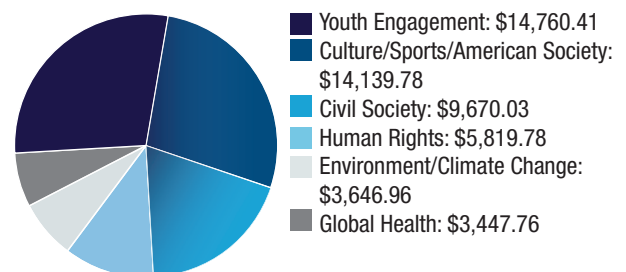
Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: N/A
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: 39 (2017)
Mobile Phone/100: 28 (2017)

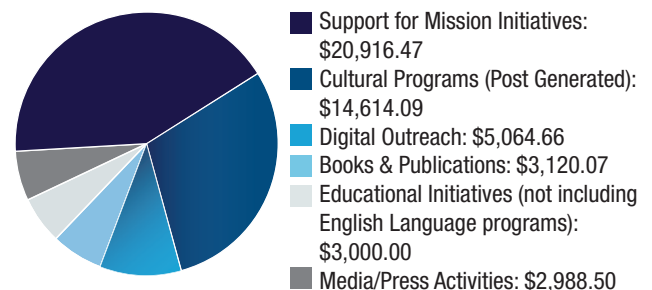
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$65,753 | Supplemental \$400

Spending by Theme



Spending by Program



Micronesia



\$127,063
PD Spending FY19

102,436
Population

\$3,568
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 702
Population: 102,436
Below 24 yrs. old: No Data for Micronesia;
Federated States of Micronesia 47.82%
Refugee population: 5 (2016)
Urban population: 23%
GDP/Capita: \$3,568 (2018, Micronesia, Fed. Sts.)
Unemployment: 16.2% (2010 est.)
Below Poverty Line: 26.7% (2000 est.)
Literacy Rate: N/A
Avg. Years of Education: No Data

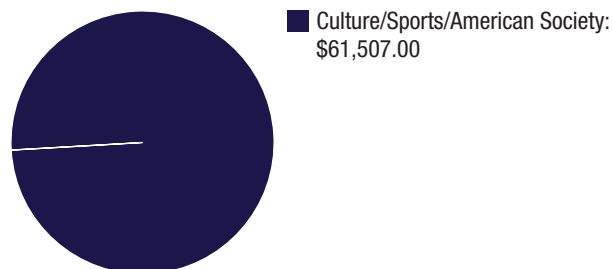
Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: N/A
Corruption Perception Index: Not Ranked
Economic Freedom Index: 156th (Mostly Free)
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: 35 (2017)
Mobile Phone/100: 21 (2017)

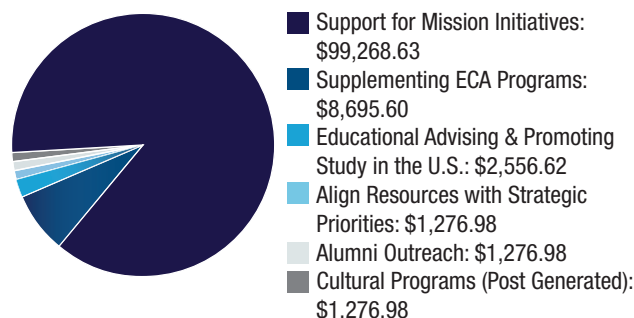
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$85,563 | Supplemental \$41,500

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Mongolia



\$552,102
PD Spending FY19

3,278,290
Population

\$4,132
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,553,560
Population: 3,278,290
Below 24 yrs. old: 41.89%
Refugee population: 7
Urban population: 68%
GDP/Capita: \$4,132
Unemployment: 6.35%
Below Poverty Line: 29.60%
Literacy Rate: 98%
Avg. Years of Education: 13.7 (M), 14.8 (F)

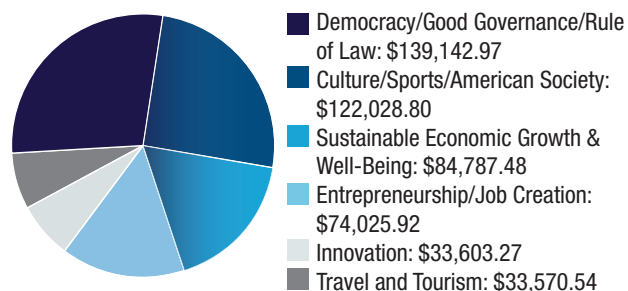
Social & Media Indicators

Inclusive Internet Index: 53rd
Social Progress Index: 83rd
Corruption Perception Index: 106th (Tied)
Economic Freedom Index: 127th (Mostly Unfree)
Good Country Index: 88th
Media Freedom Index: 70th
Internet Access/100: 47
Mobile Phone/100: 133

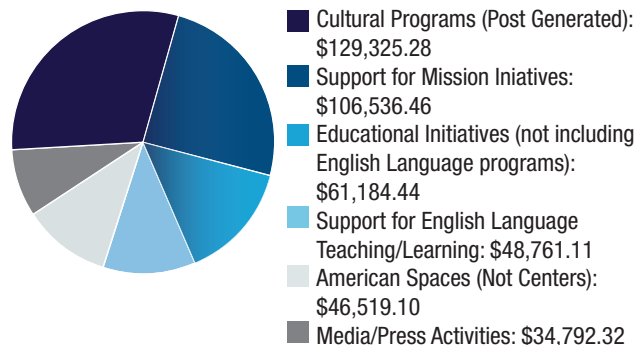
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$406,734 | Supplemental \$145,368

Spending by Theme



Spending by Program



New Zealand



1,376,738
PD Spending FY19

4,822,233
Population

\$40,634
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 263,310
Population: 4,822,233
Below 24 yrs. old: 32.55%
Refugee population: 1,564
Urban population: 87%
GDP/Capita: \$40,634
Unemployment: 4.20%
Below Poverty Line: 14%
Literacy Rate: 99%
Avg. Years of Education: 17.9 (M), 19.7 (F)

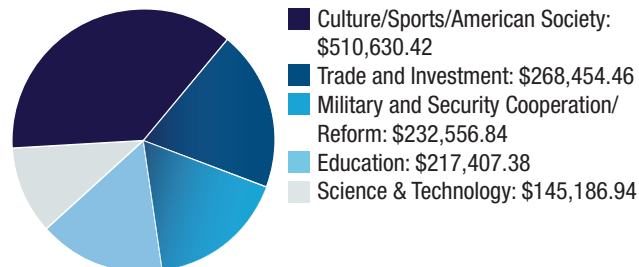
Social & Media Indicators

Inclusive Internet Index: 2nd
Social Progress Index: 7th
Corruption Perception Index: 1st (Tied)
Economic Freedom Index: 3rd (Free)
Good Country Index: 17th
Media Freedom Index: 7th
Internet Access/100: 91 (2017)
Mobile Phone/100: 135

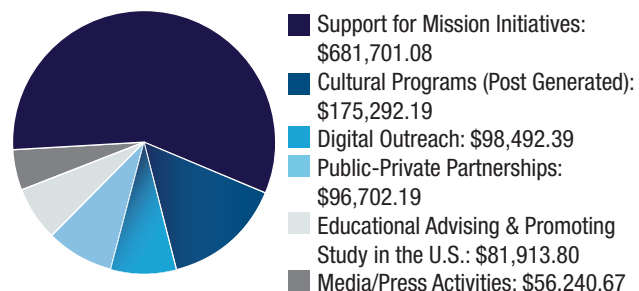
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,370,000 | Supplemental \$6,738

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Palau



\$138,866
PD Spending FY19

21,685
Population

\$15,859
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 459
Population: 21,685
Below 24 yrs. old: 34.54%
Refugee population: 11 (2009)
Urban population: 81%
GDP/Capita: \$15,859 (2018)
Unemployment: 1.7% (2015 est.)
Below Poverty Line: 24.9% N/A (2006)
Literacy Rate: 97% (2015)
Avg. Years of Education: No Data

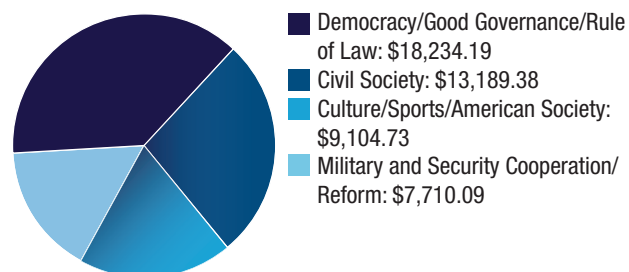
Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: N/A
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: 27 (2004)
Mobile Phone/100: 134 (2015)

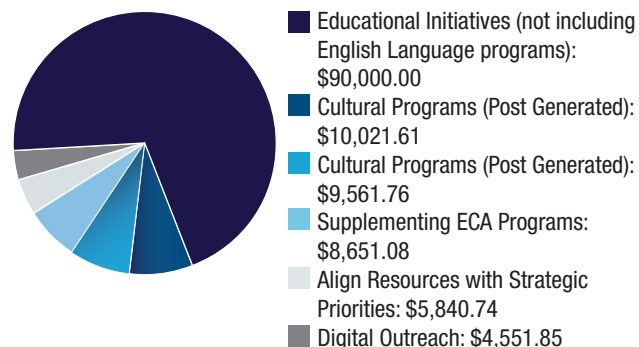
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$48,86 | Supplemental \$90,000

Spending by Theme



Spending by Program



Papua New Guinea



\$498,691
PD Spending FY19

8,947,024
Population

\$2,742
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 452,860
Population: 8,947,024
Below 24 yrs. old: 51.85%
Refugee population: 10,026
Urban population: 13%
GDP/Capita: \$2,742
Unemployment: 2.46%
Below Poverty Line: 39.90%
Literacy Rate: 62% (2010)
Avg. Years of Education: 5.4 (M), 3.9 (F)

Social & Media Indicators

Inclusive Internet Index: 92nd
Social Progress Index: 144th
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 108th (Mostly Unfree)
Good Country Index: 146th
Media Freedom Index: 38th
Internet Access/100: 11 (2017)
Mobile Phone/100: 48 (2017)

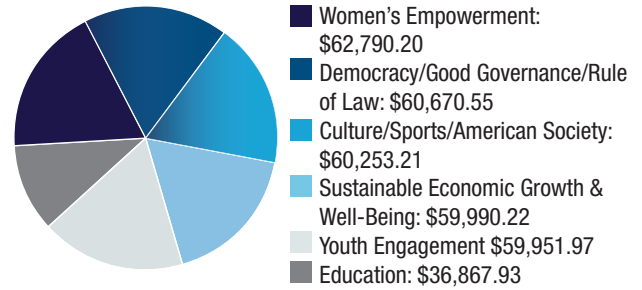
Note:

Post also oversees programs in the Solomon Islands & Vanuatu. Country profile demographics and social indicators are for the primary country.

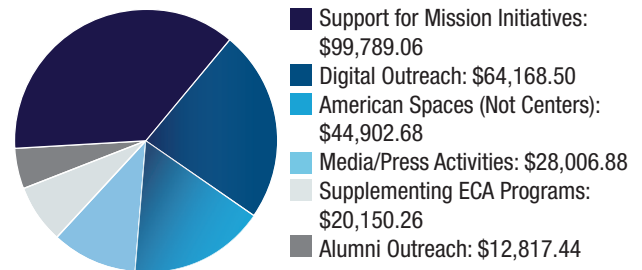
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$340,811 | Supplemental \$157,880

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Philippines



\$1,860,119
PD Spending FY19

109,581,078
Population

\$3,294
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 298,170
Population: 109,581,078
Below 24 yrs. old: 51.58%
Refugee population: 642
Urban population: 47%
GDP/Capita: \$3,294
Unemployment: 2.41%
Below Poverty Line: 16.60%
Literacy Rate: 99%
Avg. Years of Education: 12.4 (M), 13 (F)

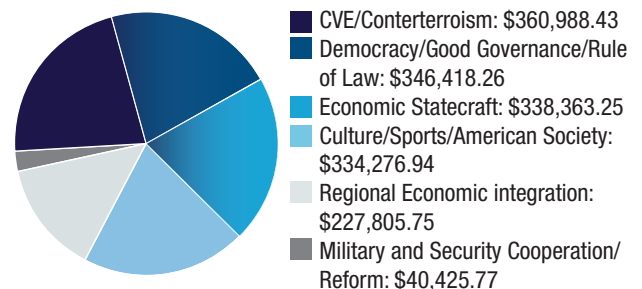
Social & Media Indicators

Inclusive Internet Index: 63rd
Social Progress Index: 94th
Corruption Perception Index: 113th (Tied)
Economic Freedom Index: 70th (Moderately Free)
Good Country Index: 69th
Media Freedom Index: 134th
Internet Access/100: 60 (2017)
Mobile Phone/100: 126

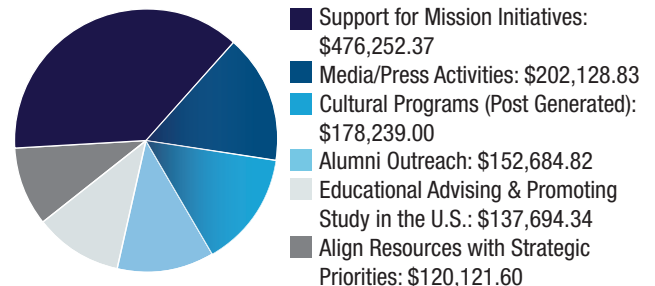
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,610,000 | Supplemental \$250,119

Spending by Theme



Spending by Program



Samoa



\$103,203

PD Spending FY19

203,774

Population

\$4,315

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,821

Population: 203,774

Below 24 yrs. old: 48.92%

Refugee population: 5 (2018)

Urban population: 18%

GDP/Capita: \$4,315 (2019)

Unemployment: 5.2% (2017 est.)

Below Poverty Line: N/A

Literacy Rate: 99% (2018)

Avg. Years of Education: No Data

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: N/A

Corruption Perception Index: Not Ranked

Economic Freedom Index: 86th (Moderately Free)

Good Country Index: 97th

Media Freedom Index: 22nd

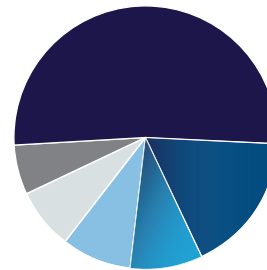
Internet Access/100: 34 (2017)

Mobile Phone/100: 64 (2017)

Public Diplomacy Spending

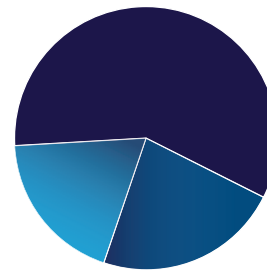
Total FY 2019 | DP (.7) \$89,303 | Supplemental \$13,900

Spending by Theme



Culture/Sports/American Society: \$53,330.47
Science & Technology: \$17,801.49
Travel and Tourism: \$8,900.74
Trade and Investment: \$8,900.74
Food Security/Agriculture: \$7,940.14
Military and Security Cooperation/Reform: \$6,018.93

Spending by Program



Support for Mission Initiatives: \$60,189.31
Cultural Programs (Post Generated): \$23,491.12
American Spaces (Not Centers): \$19,212.09

Map Key: ■ Embassy ▲ Consulate

Singapore



\$2,080,323

PD Spending FY19

5,850,342

Population

\$63,987

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 709

Population: 5,850,342

Below 24 yrs. old: 27.81%

Refugee population: 2

Urban population: 100%

GDP/Capita: \$63,987

Unemployment: 3.62%

Below Poverty Line: 12.70%

Literacy Rate: 98%

Avg. Years of Education: 16.1 (M), 16.5 (F)

Social & Media Indicators

Inclusive Internet Index: 15th

Social Progress Index: 27th

Corruption Perception Index: 4th (Tied)

Economic Freedom Index: 1st (Free)

Good Country Index: 23rd

Media Freedom Index: 151st

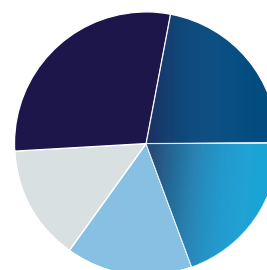
Internet Access/100: 88

Mobile Phone/100: 149

Public Diplomacy Spending

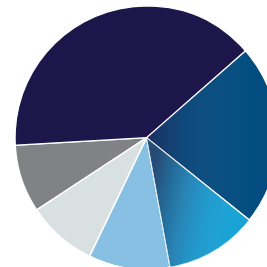
Total FY 2019 | DP (.7) \$1,280,000 | Supplemental \$800,323

Spending by Theme



Innovation: \$598,899.59
Democracy/Good Governance/Rule of Law: \$451,363.83
Trade and Investment: \$399,960.59
Military and Security Cooperation/Reform: \$316,598.95
CVE/Counterterrorism: \$290,985.04

Spending by Program



Audience Research/Public Opinion Polling: \$547,560.10
Alumni Outreach: \$304,126.55
Cultural Programs (Post Generated): \$156,959.69
Support for Mission Initiatives: \$141,314.92
Digital Outreach: \$115,545.89
Supplementing ECA Programs: \$114,847.37

South Korea



\$4,437,861
PD Spending FY19

51,269,185
Population

\$31,430
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 97,489
Population: 51,269,185
Below 24 yrs. old: 23.95%
Refugee population: 2,903
Urban population: 81%
GDP/Capita: \$31,430
Unemployment: 3.78%
Below Poverty Line: 13%
Literacy Rate: 98%
Avg. Years of Education: 16.9 (M), 15.8 (F)

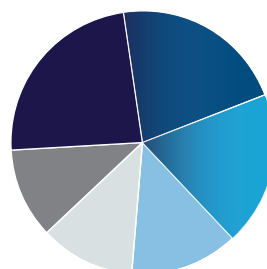
Social & Media Indicators

Inclusive Internet Index: 6th
Social Progress Index: 23rd
Corruption Perception Index: 39th (Tied)
Economic Freedom Index: 25th (Mostly Free)
Good Country Index: 26th
Media Freedom Index: 41st
Internet Access/100: 96
Mobile Phone/100: 130

Public Diplomacy Spending

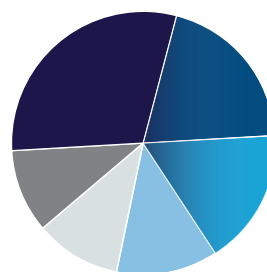
Total FY 2019 | DP (.7) \$4,260,000 | Supplemental \$177,861

Spending by Theme



Diversity: \$998,341.25
Youth Engagement: \$906,811.23
Military and Security Cooperation/Reform: \$801,358.33
Sustainable Economic Growth & Well-Being: \$557,927.57
Regional Economic integration: \$498,743.23
Markets and competitiveness: \$462,977.66

Spending by Program



Support for Mission Initiatives: \$856,733.36
Alumni Outreach: \$569,423.76
Post Generated Exchanges: \$478,150.86
Digital Outreach: \$350,742.26
Speaker Programs (Post Generated): \$305,533.96
Media/Press Activities: \$287,371.58

Map Key: ■ Embassy ▲ Consulate

Thailand



\$2,535,800
PD Spending FY19

69,799,978
Population

\$7,791
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 510,890
Population: 69,799,978
Below 24 yrs. old: 29.47%
Refugee population: 102,245
Urban population: 50%
GDP/Capita: \$7,791
Unemployment: 0.70%
Below Poverty Line: 9.90%
Literacy Rate: 94%
Avg. Years of Education: 14.5 (M), 14.8 (F)

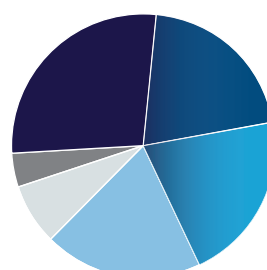
Social & Media Indicators

Inclusive Internet Index: 39th
Social Progress Index: 72nd
Corruption Perception Index: 101st (Tied)
Economic Freedom Index: 43rd (Moderately Free)
Good Country Index: 60th
Media Freedom Index: 136th
Internet Access/100: 57
Mobile Phone/100: 180

Public Diplomacy Spending

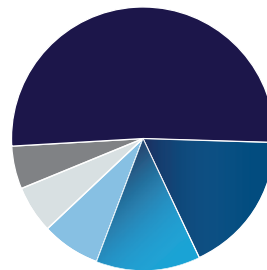
Total FY 2019 | DP (.7) \$1,880,000 | Supplemental \$655,800

Spending by Theme



Democracy/Good Governance/Rule of Law: \$696,134.37
Culture/Sports/American Society: \$525,716.71
Youth Engagement: \$522,844.75
Education: \$495,162.59
Trade and Investment: \$188,670.96
CVE/Counterterrorism: \$101,768.09

Spending by Program



Cultural Programs (Post Generated): \$1,225,169.89
Media/Press Activities: \$417,828.09
Support for Mission Initiatives: \$304,914.28
Speaker Programs (Post Generated): \$171,564.86
American Spaces (Not Centers): \$138,076.81
Digital Outreach: \$123,373.72

Timor-Leste



\$264,632

PD Spending FY19

1,318,445

Population

\$2,262

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 14,870
Population: 1,318,445
Below 24 yrs. old: 60.28%
Refugee population: 1 (2010)
Urban population: 31%
GDP/Capita: \$2,262
Unemployment: 3.01%
Below Poverty Line: 41.80%
Literacy Rate: 68%
Avg. Years of Education: 12.8 (M), 12 (F)

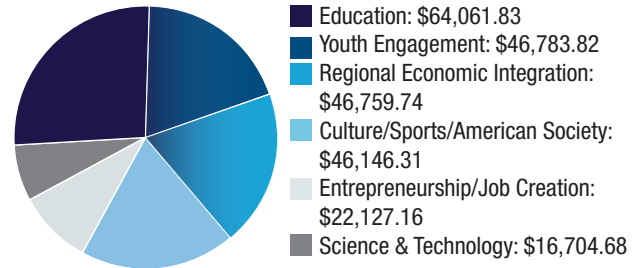
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 105th
Corruption Perception Index: 93rd (Tied)
Economic Freedom Index: 171st (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 84th
Internet Access/100: 27 (2017)
Mobile Phone/100: 116

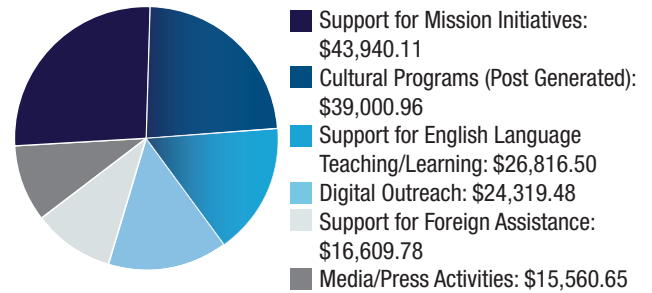
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$243,132 | Supplemental \$21,500

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Vietnam



\$1,947,026

PD Spending FY19

97,338,579

Population

\$2,740

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 310,070
Population: 97,338,579
Below 24 yrs. old: 37.83%
Refugee population: 1
Urban population: 36%
GDP/Capita: \$2,740
Unemployment: 1.89%
Below Poverty Line: 8%
Literacy Rate: 96%
Avg. Years of Education: 12.5 (M), 12.9 (F)

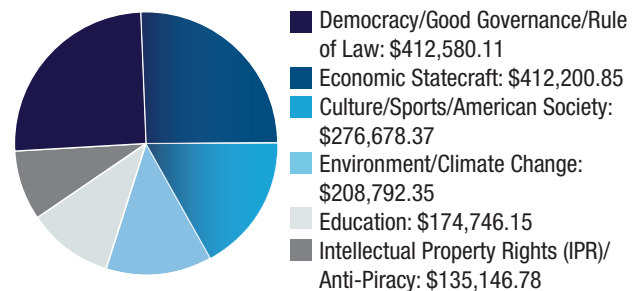
Social & Media Indicators

Inclusive Internet Index: 50th
Social Progress Index: Not Ranked
Corruption Perception Index: 96th (Tied)
Economic Freedom Index: 105th (Mostly Unfree)
Good Country Index: 116th
Media Freedom Index: 176th
Internet Access/100: 70
Mobile Phone/100: 147

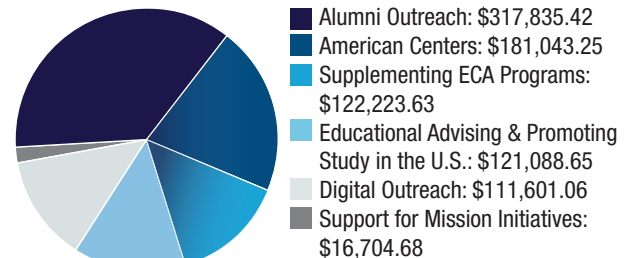
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,500,000 | Supplemental \$447,026

Spending by Theme



Spending by Program



U.S. PUBLIC DIPLOMACY IN EUROPE AND EURASIA



Ukrainian Leadership Academy students pose for a selfie with U.S. Ambassador Marie Yovanovitch (January 2019).



BUREAU OF EUROPEAN AND EURASIAN AFFAIRS (EUR)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$67.74 million	\$69.15 million	\$78.25 million	\$73.20 million	\$69.24 million
American Salaries	\$23.59 million	\$22.54 million	\$31.19 million	\$33.64 million	\$31.69 million
Supplemental	\$26.99 million	\$46.33 million	\$33.67 million	\$40.17 million	\$40.41 million
BBG/USAGM	\$52.34 million	\$61.03 million	\$62.84 million	\$65.85 million	\$66.68 million
Total	\$170.66 million	\$199.05 million	\$205.95 million	\$212.86 million	\$208.02 million

STRATEGIC OVERVIEW

U.S. public diplomacy programming in Europe strengthens strategic partnerships with close and capable allies and builds mutual understanding and receptivity to U.S. policy objectives among the region's 849 million people, including in countries that oppose U.S. foreign policy goals. The State Department's Bureau of European and Eurasian Affairs (EUR) advances American prosperity and security by recognizing European countries and publics as force multipliers on issues of bilateral, regional, and international importance. Engagement with Europe's public and reinforcement of bilateral and multilateral partnerships directly impacts the ability of the United States to enhance international stability, counter state aggression and subversion, gain access to European markets, and confront global challenges such as nuclear proliferation, terrorism, and organized crime. These partnerships promote shared interests of freedom, democracy, and rule of law that undergrid U.S. national security.

Public diplomacy programs further enable the United States to analyze, engage, inform, and influence European audiences in support of national foreign policy goals. To mobilize its public diplomacy assets, EUR deploys a team of 181 Foreign Service Officers and 595 locally employed staff across 49 missions (75 U.S. embassies, consulates, and branches) and operates 174 American Spaces (libraries, cultural centers, and information resource centers), which feature a variety of public U.S.-sponsored programs and speakers.

U.S. public diplomacy funding in Europe amounted to approximately \$113 million in 2019. This included \$73.20 million in DP .7 funds and \$40.17 million in supplemental funds, including Assistance for Europe, Eurasia, and Central Asia (AEECA) funds, of which approximately \$12.69 million supported programming with Ukraine, \$11.85 million with Russia, and \$6.27 million with Germany.

U.S. FOREIGN POLICY GOALS

In alignment with the 2017 National Security Strategy, U.S. foreign policy goals in Europe and Eurasia include:

- Strengthen the Western alliance by making allies more able and willing to confront threats;

- Strengthen and balance the transatlantic trade and investment relationship;
- Secure Europe's eastern and southern frontiers;
- Promote American values to compete for positive influence against authoritarian rivals; and
- Align resources with strategic priorities.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

U.S. public diplomacy programs in Europe advance U.S. foreign policy goals and specifically seek to:

- Defend against Russian and Chinese malign influence and counter disinformation;
- End protracted conflicts, increase stability, and restore sovereignty within the European space;
- Assert U.S. leadership on global issues, particularly those concerning national security;
- Create economic opportunities;
- Fight corruption; and
- Promote digital media outreach and strengthen media credibility.

Combat Russian and Chinese Malign Influence and Disinformation

The Russian government sponsors a sophisticated \$1.4 billion-a-year propaganda apparatus at home and abroad, which reaches an estimated 700 million people across 130 countries in more than 30 languages. In 2019, the Russian Federation promoted a distinctly anti-Western agenda, funding think tanks and other outside organizations in neighboring states to spread false narratives, portray the West as a threat, and undermine trust in independent media, Western institutions, and universal values.

Meanwhile, according to public sources, the People's Republic of China (PRC) spends between \$6 and \$10 billion on its propaganda platforms, which reach a broad cross-section of

the world's population. In 2019, the outward-facing propaganda organs of the Chinese Communist Party and state represented China's oppressive domestic rule as just and economically advantageous, blamed international conflicts and disagreements on foreign power intransigence, and portrayed authoritarianism as a morally valid global development model.

To address Russian and Chinese malign influence activities, EUR awarded numerous grants to implementing partners. Additionally, EUR posts received funding from the Global Engagement Center (GEC) to support campaigns that push back against Russian historical revisionism and build resiliency to Russian disinformation effects. These campaigns also attempt to counter the PRC's promotion of its commercial interests at the expense of European national security. To promote a long-term positive narrative about the United States, the EUR Office of Press and Public Diplomacy (EUR/PPD) supported people-to-people exchanges and developed programs to monitor disinformation streams, debunk prevailing myths, and reinforce top-line policy messages to key audiences. EUR/PPD programs also focused on strengthening independent, credible media outlets and building support for pro-democracy civil society groups, working with a broad array of partners, including multilateral institutions, allied governments, and non-governmental organizations (NGOs).

Support Ukrainian Sovereignty, Territorial Integrity, and Democracy

In 2019, public diplomacy programs in Ukraine continued to reinforce USG policies in support of the country's sovereignty and territorial integrity in the face of Russian aggression. During Ukraine's first national election since 2014, PD programming – including media literacy training and support for public broadcasting and independent media – played a significant role in the effort to limit the influence of Russian disinformation efforts. Extensive messaging efforts using the full range of traditional and social media tools called out Russian aggression in Crimea and the Donbas, rallied international support for continued sanctions against Russia, and brought focus to international efforts to build Ukrainian ties to Euro-Atlantic institutions. U.S. education and exchange programs continued to build Ukrainian ties with the United States: more than ten percent of the officials in the new Ukrainian administration's cabinet have participated in a USG-funded exchange program.

Assert U.S. Leadership on National Security Issues

Given the return of foreign fighters from the Islamic State of Iraq and Syria (ISIS) and marginalized populations in Europe, countering radicalization remains a top EUR public diplomacy priority. U.S. missions in Europe support a variety of PD programs designed to mitigate the conditions that give rise to extremist views among vulnerable populations. Such programs reinforce respect for religious and ethnic diversity and emphasize the extent to which respect for diversity strengthens democratic societies. EUR partners with the GEC and local civil society and religious leaders to implement programs that counter the influence of foreign extremists, especially within younger audiences. Strong Cities exchanges and workshops and International Visitor Leadership Program-sponsored conferences also build networks and strengthen city-to-city relationships in the broader effort to counter radicalization.

Create Economic Opportunities

The European region continues to be key economically, with six EUR countries (Germany, the United Kingdom, France, the Netherlands, Italy, and Ireland) among the top 15 trading partners of the United States in 2019. Trade relationships among the United States, the European Union, and the United Kingdom supported almost seven million American jobs in 2017 (latest data available). EUR's PD programs directly contribute to this mutually-beneficial partnership by promoting entrepreneurship and encouraging information sharing and best practices. For example, in collaboration with the Dutch embassy in Greece, Embassy Athens supported the 2019 Agricultural and Food Tech Entrepreneurship Program, which enabled U.S. experts to share their experiences with aspiring entrepreneurs. The program included a speaker series of lectures and a pitching competition organized by the Dutch incubator Orange Grove. Experts served as mentors and members of the judging panel and led workshops on agri-food entrepreneurship at the American Farm School Greece as part of a broader collaboration with Rutgers University on "New Agriculture for a New Generation."

Fight Corruption

U.S. public diplomacy programming is integral to the targeted action plans of 17 EUR embassies to oppose corruption in a strategic way, with particular focus on Eastern Europe and the Baltic States, recognizing that corruption threatens democratic institutions, economic growth, and regional security. In Armenia, Embassy Yerevan received overwhelming local support and participation for its #HackCorruption project that solicited cutting edge tech solutions aimed at combating corruption. The embassy partnered with local NGOs to identify and prioritize significant corruption risks in Armenia. A call for professional data scientists, researchers, and programming designers was launched for a 24-hour hacking race or "hackathon" to design anti-corruption solutions with collaborative computer programming. Following the hackathon, the best tech solutions were selected, and participants received funding for a viable social startup that will focus on anti-corruption and designing high-tech solutions to combat real-life corruption challenges.

Promote Digital Media Outreach and Strengthen Media Credibility

At 86 percent, Europe boasts one of the highest regional internet penetration rates. The proliferation of internet-connected devices has afforded Europeans immediate access to information through news portals and social media. However, Europe's record on media freedom is complex; individuals in the Baltics, Nordics, and Western Europe enjoy some of the freest media environments in the world, while press outlets in Eastern Europe, the Western Balkans, and former Soviet satellite states are more restricted. The spread of digital disinformation remains an issue in these regions owing to singular entity-controlled networks of news portals, structural restrictions on journalists, and demographic differences in media literacy.

Compounding this is the increasing divide between digital communications capacities of credible messengers, including governments, journalists, and civil society figures and the digital consumption habits of the general population. EUR continues to promote digital connectivity and media credibility through programs like the European Digital Diplomacy Exchange and the Digital Communication Network that empower European content producers, and programs such as TechCamps that empower European media consumers.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

EUR's PD programs include outreach efforts led by both Washington and posts across Europe and Eurasia that support a variety of U.S. foreign policy objectives. The following are examples of exemplary regional and single-country programs:

Strategic Communications (StratComm) Unit: Established shortly after the Russian invasion of Ukraine, StratComm was created to drive EUR's efforts to counter Russian disinformation. In 2019, this focus broadened to include initiatives aimed at countering Chinese propaganda. Working together with EUR's Russia desk, StratComm helped consolidate and expand the work of the Russian Influence Group, which is co-chaired by EUR and the U.S. European Command (EUCOM) and implements a whole-of-government response to disinformation, aligning interagency interests and resources with priority lines of effort. StratComm produced resources to counter disinformation and organized five senior-level meetings of the Steering Board, led by the bureau's Assistant Secretary and EUCOM's Commanding General. StratComm coordinated all its efforts with the GEC, which offered significant support to EUR efforts in 2019. Major StratComm efforts in 2019 included programs to push back on Russian historical revisionism, deepening messaging cooperation with key partners, and backing innovative pilot projects designed to find new solutions to disinformation issues.

European Digital Diplomacy Exchange (EDDE) Network: EUR launched EDDE in 2016 to bolster the strategic digital communications capacities of key allies across Europe, and to train these allies to use these skills proactively and collaboratively in battling the spread of disinformation. This intergovernmental network of mid- and high-level government communications officials collaboratively develop best practices and exchange information in order to ensure that members are equipped to produce informative, credible, and engaging messaging in a manner responsive to audience consumption behaviors. Since its founding, EDDE programs have trained over 300 government representatives from the Baltics, Central Europe, Eastern Europe, and the Western Balkans, as well as engaged members from the tech sector, journalism, civil society, and academia. Through this network, the United States has assisted foreign governments in developing counter disinformation cells and offices; facilitated foreign government contacts with leading U.S.-based tech companies, think tanks, and academic institutions; and developed digital communication policies and procedures.

Montenegro – Exposing False Narratives and Building Digital Resiliency: Embassy Podgorica and the Atlantic Council established the Digital Forensic Center (DFC) in 2018 to counter malign influence in the political, cultural, social, and economic spheres of Montenegro. The DFC researches, explains, and highlights specific cases of disinformation to the Montenegrin public, increasing awareness about propaganda to vulnerable populations. Since its inception, the DFC has published significant content that detail examples of disinformation and created a repository of content that debunks false narratives that undermine democratic societies. The DFC's discovery of evident foreign government involvement in local protests designed to stoke ethnic tensions was invaluable in adding to the understanding of disinformation campaigns in Montenegro. By identifying, analyzing, and publicizing examples of disinformation, the DFC is a powerful tool augmenting U.S. strategic messaging in Montenegro.

Empowering U.S. Government Alumni Networks to Counter Disinformation: The 2019 European Alumni Network Conference, funded by Embassy Sofia and organized by the American-Bulgarian Alumni Association, brought together professionals across Europe to discuss counter-disinformation best practices and guidelines. Representatives included alumni with extensive experience in journalism, IT security, public relations, academia, and the NGO sector. The event also permitted tech and media representatives and policymakers to share strategies for increasing public awareness about damaging misinformation flows and the impact of fake news in their respective countries.

Kosovo – Improving Rule of Law and Governance: Embassy Pristina, in partnership with the Foreign Press Center and Meridian International, implemented a media co-op program that supported a Kosovo media outlet in filming a documentary on fighting corruption and organized crime. A professional exchange teamed the film crew with an American producer. Filmmakers produced a documentary that was screened during Kosovo's anti-corruption week and followed by round tables/town halls to discuss the issues. The documentary was part of an investigative reporting series launched on the Kosovo media outlet *RTV Dukagjini* in 2019.

Amplifying Independent Voices in Journalism across Europe: EUR/PPD funded a multi-country journalism fellowship in partnership with Embassy Prague and Radio Free Europe/Radio Liberty (RFE/RL). The RFE/RL Regional Reporting Fellowship trains aspiring journalists from the Western Balkans and Eastern Europe in professional, multi-platform reporting practices and standards to strengthen independent, fact-based, ethical journalism in their countries. Initially launched in 2014, the fellowship has become an essential component of RFE/RL's efforts to support media freedom and professionalism in the EUR countries where RFE broadcasts. Fellows from several countries participate in the program – Armenia, Belarus, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, and Ukraine – and will begin another cycle in 2021.

Armenia and Azerbaijan – Promoting Peace through Gender Inclusion and Empowerment: Embassy Yerevan's Women's Power project brought together women from Armenia and Azerbaijan to engage in open dialogue about their experiences with gender inequality. Workshops facilitated discussions about building political networks to raise awareness of women's issues as well as the need for women to find common ground in seeking solutions to tensions between the two countries. In collaboration with its local and Azerbaijani partners, the embassy produced a documentary film that captured these discussions. The film *#WomenPower* will be distributed to NGOs, schools, and women's groups in both countries.

U.S. Speaker Series: Transatlantic Voices: Sponsored by EUR/PPD, U.S. policy and media experts traveled to several European countries to speak about the enduring transatlantic relationship. This speakers program reinforced U.S.-European ties and strengthened mutual understanding and shared values. Topics included media literacy, journalism, legislative strengthening, civil society development, political participation, and entrepreneurship, as well as the 30th anniversary of the fall of the Berlin Wall and the role of U.S. diplomacy in its destruction.

SPOTLIGHT:

GLOBAL ENTREPRENEURSHIP SUMMIT



GIST Catalyst Pitch Competition Finalists at the 2019 Global Entrepreneurship Summit in The Hague

EUR/PPD supported the Department's implementation of the ninth Global Entrepreneurship Summit (GES) in the Netherlands in June 2019, including Road to GES events leading up to the summit. The GES, co-hosted by the U.S. and Dutch governments, brought together almost 1,000 global entrepreneurs and hundreds of investors, speakers, government officials, and media. The summit's program delivered over 50 content sessions and communicated the theme of "The Future Now" to highlight the role of innovation in solving future challenges. GES officials reported \$392 million in investment deals, partnerships, and commitments attributable to the summit. Entrepreneurs and investors made over 15,000 connections during the two days via the GES mobile application and announced numerous partnership agreements and investment deals.

The 2019 GES summit, the first to take place in the European Union, amplified the value of innovation, free enterprise, and entrepreneurship, highlighted the importance of the transatlantic economic relationship, and promoted private-sector job growth. The GES also provided a foundation for further U.S.-Dutch and U.S.-EU economic partnerships in industries of strategic importance to the United States. During the 2019 summit, the U.S. and Dutch governments announced a number of deliverables, including a joint initiative among the University of California, Rabobank, the United Nations, and a Dutch technology employers' organization (FME) to reduce food waste by 50 percent in 10 years.

EUR POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Ukraine	\$2.63 million	\$4.39 million	\$1.82 million	\$9.78 million	\$1.81 million	\$6.57 million	\$2.54 million	\$10.1 million
2	Russia	\$4.99 million	\$4.76 million	\$5.80 million	\$8.68 million	\$4.91 million	\$6.32 million	\$5.07 million	\$6.78 million
3	Germany	\$5.96 million	\$214,281	\$5.95 million	\$173,514	\$6.18 million	\$150,320	\$6.27 million	\$0
4	Moldova	\$552,870	\$1.71 million	\$545,550	\$5.80 million	\$527,000	\$3.83 million	\$709,847	\$4.16 million
5	Bosnia and Herzegovina	\$1.16 million	\$2.54 million	\$1.04 million	\$4.13 million	\$1.07 million	\$3.30 million	\$1.22 million	\$3.51 million
6	Georgia	\$1.25 million	\$3.78 million	\$956,650	\$6.30 million	\$890,00	\$3.44 million	\$1.24 million	\$3.37 million
7	France and Monaco	\$3.73 million	\$206,014	\$3.51 million	\$0	\$3.60 million	\$0	\$3.76 million	\$0
8	Serbia	\$1.17 million	\$1.31 million	\$1.13 million	\$2.39 million	\$1.14 million	\$2.50 million	\$1.23 million	\$2.48 million
9	Italy and San Marino	\$3.40 million	\$237,303	\$3.42 million	\$39,900	\$3.50 million	\$39,070	\$3.50 million	\$0
10	Turkey	\$3.90 million	\$137,611	\$3.61 million	\$0	\$3.33 million	\$0	\$3.08 million	\$0
11	Albania	\$594,726	\$605,900	\$567,450	\$589,510	\$581,000	\$291 million	\$666,642	\$2.41 million
12	Spain and Andorra	\$2.71 million	\$189,681	\$2.65 million	\$54,645	\$2.71 million	\$56,350	\$2.68 million	\$0
13	Armenia	\$741,310	\$1.20 million	\$795,750	\$1.46 million	\$634,000	\$1.60 million	\$771,230	\$1.62 million
14	Poland	\$2.61 million	\$246,144	\$1.97 million	\$226,030	\$2.02 million	\$293,600	\$2.34 million	\$0
15	Kosovo	\$564,858	\$1.18 million	\$411,950	\$2.88 million	\$516,000	\$1.80 million	\$594,825	\$1.70 million
16	United Kingdom	\$2.61 million	\$210,277	\$2.26 million	\$0	\$2.33 million	\$0	\$2.29 million	\$0
17	Austria	\$1.60 million	\$575,234	\$1.62 million	\$14,000	\$1.64 million	\$0	\$1.99 million	\$0
18	North Macedonia	\$760,150	\$643,314	\$746,850	\$648,272	\$738,000	\$1.32 millions	\$780,939	\$1.07 million
19	Greece	\$1.92 million	\$100,156	\$1.72 million	\$131,985	\$1.71 million	\$148,060	\$1.83 million	\$0
20	Romania	\$1.26 million	\$122,758	\$1.24 million	\$87,645	\$1.22 million	\$69,860	\$1.32 million	\$506,250
21	Azerbaijan	\$957,180	\$604,122	\$1.05 million	\$818,000	\$939,000	\$796,140	\$1.04 million	\$777,000
22	Belgium	\$1.66 million	\$64,522	\$1.78 million	\$0	\$1.76 million	\$0	\$1.76 million	\$0

EUR POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
23	Czech Republic	\$1.31 million	\$76,339	\$1.56 million	\$32,957	\$1.42 million	\$38,380	\$1.49 million	\$0
24	Belarus	\$637,171	\$524,614	\$655,050	\$685,985	\$669,000	\$622,645	\$766,978	\$655,000
25	Netherlands	\$1.33 million	\$68,419	\$1.20 million	\$0	\$1.22 million	\$0	\$1.40 million	\$0
26	Montenegro	\$357,080	\$23,876	\$333,350	\$832,950	\$317,000	\$1.24 million	\$375,664	\$1.00 million
27	Croatia	\$1.24 million	\$34,100	\$1.14 million	\$62,300	\$1.13 million	\$65,610	\$1.23 million	\$0
28	Slovakia	\$1.21 million	\$64,659	\$1.33 million	\$0	\$1.24 million	\$0	\$1.22 million	\$0
29	Portugal	\$962,230	\$87,901	\$844,450	\$166,550	\$843,000	\$117,295	\$1.19 million	\$0
30	Finland	\$868,300	\$77,940	\$909,150	\$14,000	\$930,000	\$12,990	\$976,663	\$0
31	European Union	\$1.90 million	\$65,600	\$918,500	\$65,000	\$1.06 million	\$67,600	\$927,590	\$0
32	Hungary	\$903,380	\$79,044	\$953,850	\$39,100	\$956,000	\$42,860	\$963,807	\$0
33	Sweden	\$958,200	\$57,079	\$989,750	\$0	\$1.01 million	\$0	\$924,243	\$0
34	Estonia	\$722,371	\$57,047	\$638,250	\$160,885	\$659,000	\$65,615	\$920,996	\$0
35	Bulgaria	\$1.05 million	\$66,450	\$900,950	\$14,500	\$910,000	\$10,535	\$919,889	\$0
36	Denmark	\$838,305	\$51,706	\$831,850	\$0	\$830,000	\$0	\$918,040	\$0
37	NATO	\$848,890	\$58,100	\$862,900	\$0	\$863,000	\$0	\$891,536	\$0
38	Latvia	\$601,060	\$41,956	\$876,850	\$33,357	\$618,000	\$30,015	\$799,621	\$0
39	Norway	\$735,280	\$77,494	\$821,450	\$0	\$798,000	\$0	\$790,578	\$0
40	Lithuania	\$579,330	\$76,540	\$584,850	\$27,550	\$581,000	\$37,440	\$779,528	\$0
41	Slovenia	\$766,280	\$44,314	\$957,050	\$0	\$699,000	\$0	\$692,110	\$0
42	Cyprus	\$680,440	\$56,202	\$680,550	\$54,960	\$631,000	\$34,630	\$635,709	\$0
43	Switzerland and Liechtenstein	\$621,280	\$52,480	\$594,250	\$0	\$559,000	\$0	\$564,105	\$0
44	Ireland	\$532,520	\$70,883	\$653,750	\$0	\$542,000	\$0	\$547,908	\$0

EUR POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
45	Iceland	\$391,380	\$36,077	\$508,250	\$0	\$504,000	\$0	\$478,059	\$0
46	OSCE	\$364,580	\$38,000	\$372,500	\$0	\$383,000	\$0	\$387,853	\$0
47	Luxembourg	\$354,680	\$38,967	\$389,250	\$0	\$373,000	\$0	\$371,140	\$0
48	Malta	\$140,390	\$44,329	\$177,850	\$0	\$150,000	\$0	\$152,205	\$0
49	Holy See	\$118,160	\$28,800	\$116,600	\$0	\$120,000	\$0	\$155,728	\$0

Country Profiles

U.S. Public Diplomacy in Europe and Eurasia



Albania



\$3,076,642

PD Spending FY19

2,846,000

Population

\$5,372

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 27,400

Population: 2,846,000

Below 24 yrs. old: 32.99%

Refugee population: 131

Urban population: 60%

GDP/Capita: \$5,372

Unemployment: 12.33%

Below Poverty Line: 14.30%

Literacy Rate: 98%

Avg. Years of Education: 14.8 (M), 15.8 (F)

Social & Media Indicators

Inclusive Internet Index: Not ranked

Social Progress Index: 54th

Corruption Perception Index: 106th (Tied)

Economic Freedom Index: 57th (Moderately Free)

Good Country Index: 71st

Media Freedom Index: 82nd

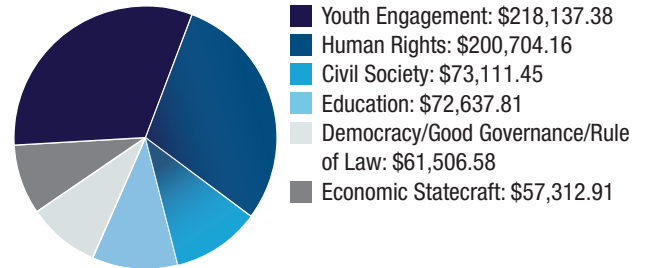
Internet Access/100: 72 (2017)

Mobile Phone/100: 94

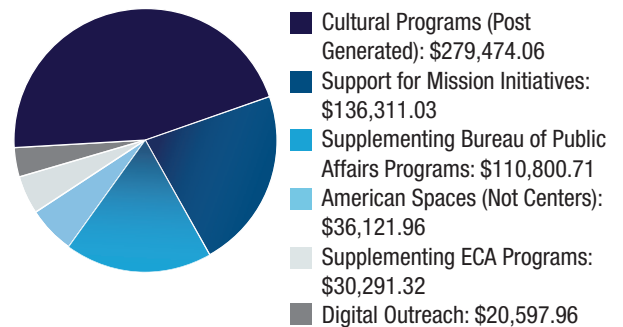
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$666,642 | Supplemental \$2,410,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Armenia



\$2,391,230

PD Spending FY19

2,963,243

Population

\$4,527

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 28,470

Population: 2,963,243

Below 24 yrs. old: 30.27%

Refugee population: 17,970

Urban population: 63%

GDP/Capita: \$4,527

Unemployment: 16.99%

Below Poverty Line: 32%

Literacy Rate: 100%

Avg. Years of Education: 12.8 (M), 13.6 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 59th

Corruption Perception Index: 77th (Tied)

Economic Freedom Index: 34th (Mostly Free)

Good Country Index: 46th

Media Freedom Index: 61st

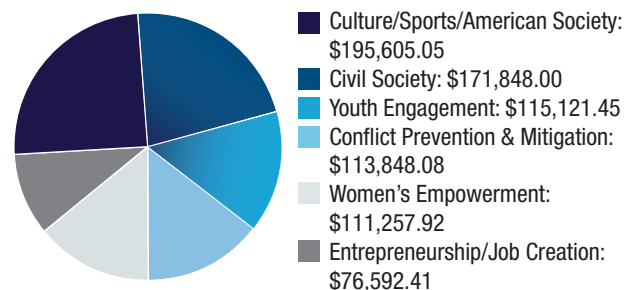
Internet Access/100: 65 (2017)

Mobile Phone/100: 121

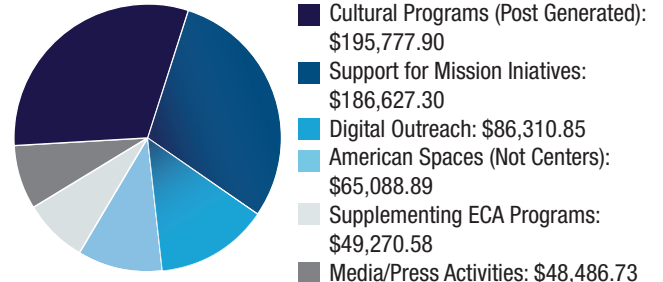
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$771,230 | Supplemental \$1,620,000

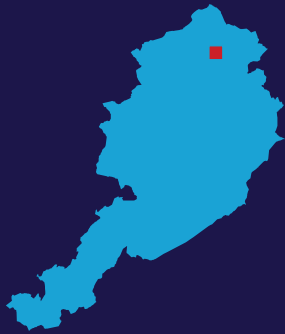
Spending by Theme



Spending by Program



Austria



\$1,990,000
PD Spending FY19

9,006,398
Population

\$50,022
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 82,523
Population: 9,006,398
Below 24 yrs. old: 24.37%
Refugee population: 128,769
Urban population: 58%
GDP/Capita: \$50,022
Unemployment: 4.68%
Below Poverty Line: 3%
Literacy Rate: 99%
Avg. Years of Education: 16 (M), 16.6 (F)

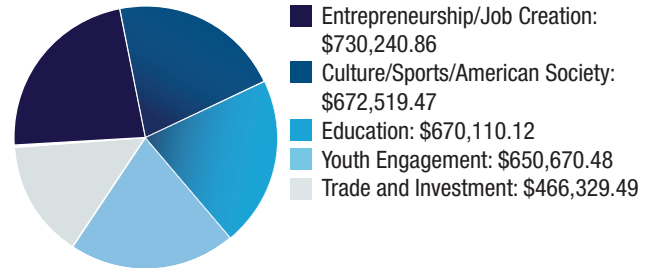
Social & Media Indicators

Inclusive Internet Index: 16th
Social Progress Index: 20th
Corruption Perception Index: 12th (Tied)
Economic Freedom Index: 29th (Mostly Free)
Good Country Index: 18th
Media Freedom Index: 16th
Internet Access/100: 87
Mobile Phone/100: 124

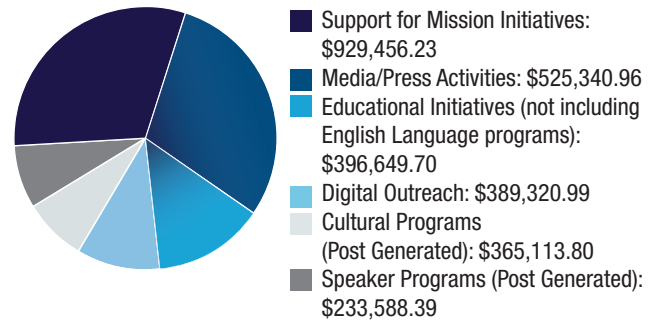
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,990,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Azerbaijan



\$1,817,000
PD Spending FY19

10,139,177
Population

\$4,689
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 82,670
Population: 10,139,177
Below 24 yrs. old: 36.01%
Refugee population: 1,131
Urban population: 56%
GDP/Capita: \$4,689
Unemployment: 5.51%
Below Poverty Line: 4.90%
Literacy Rate: 100%
Avg. Years of Education: 12.5 (M), 12.4 (F)

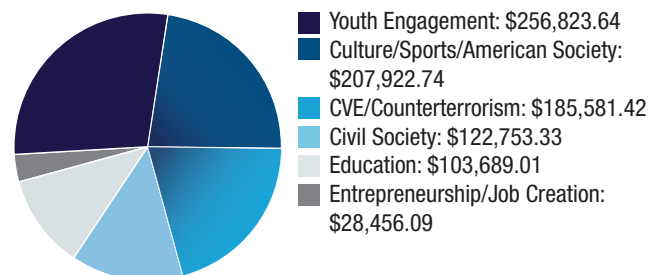
Social & Media Indicators

Inclusive Internet Index: 52nd
Social Progress Index: Not Ranked
Corruption Perception Index: 126th (Tied)
Economic Freedom Index: 44th (Moderately Free)
Good Country Index: 110th
Media Freedom Index: 166th
Internet Access/100: 80
Mobile Phone/100: 104

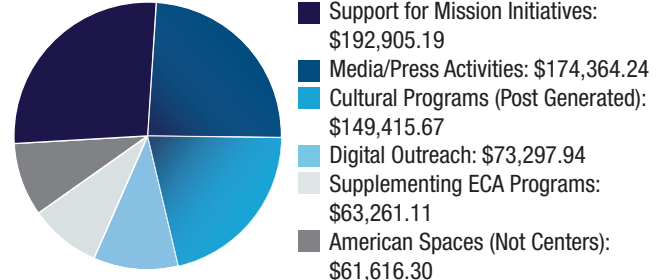
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,040,000 | Supplemental \$777,000

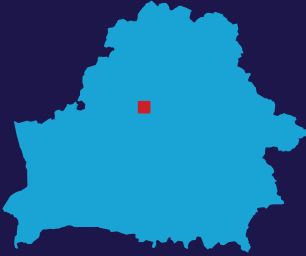
Spending by Theme



Spending by Program



Belarus



\$1,421,978
PD Spending FY19

9,449,323
Population

\$6,603
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 202,988
Population: 9,449,323
Below 24 yrs. old: 25.68%
Refugee population: 2,234
Urban population: 79%
GDP/Capita: \$6,603
Unemployment: 4.80%
Below Poverty Line: 5.70%
Literacy Rate: 100%
Avg. Years of Education: 15 (M), 15.7 (F)

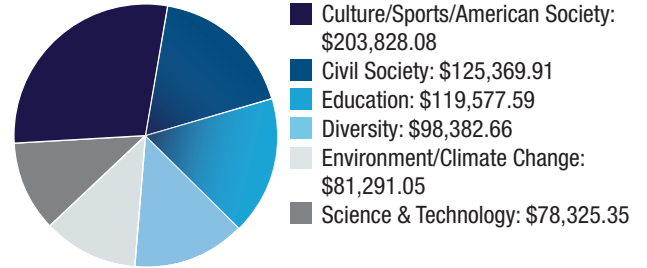
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 48th
Corruption Perception Index: 66th (Tied)
Economic Freedom Index: 88th (Moderately Free)
Good Country Index: 54th
Media Freedom Index: 153rd
Internet Access/100: 79
Mobile Phone/100: 123

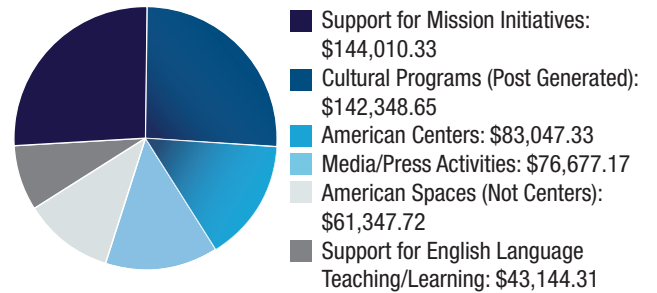
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$766,978 | Supplemental \$655,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Belgium



\$1,760,000
PD Spending FY19

11,589,623
Population

\$45,175
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 30,280
Population: 11,589,623
Below 24 yrs. old: 28.42%
Refugee population: 42,168
Urban population: 98%
GDP/Capita: \$45,175
Unemployment: 5.59%
Below Poverty Line: 15.10%
Literacy Rate: 99%
Avg. Years of Education: 18.8 (M), 20.6 (F)

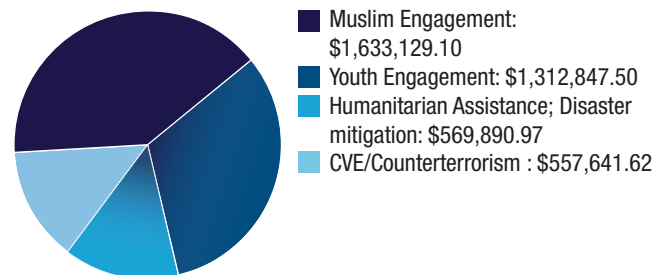
Social & Media Indicators

Inclusive Internet Index: 21st (Tied)
Social Progress Index: 19th
Corruption Perception Index: 17th
Economic Freedom Index: 48th (Moderately Free)
Good Country Index: 13th
Media Freedom Index: 9th
Internet Access/100: 89
Mobile Phone/100: 100

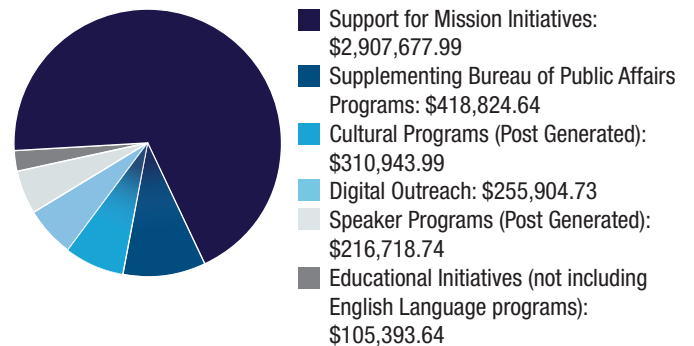
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,760,000 | Supplemental \$0

Spending by Theme



Spending by Program



Bosnia and Herzegovina



\$4,730,000
PD Spending FY19

3,280,819
Population

\$5,741
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 51,200
Population: 3,280,819
Below 24 yrs. old: 24.01%
Refugee population: 5,229
Urban population: 48%
GDP/Capita: \$5,741
Unemployment: 18.43%
Below Poverty Line: 16.90%
Literacy Rate: 100%
Avg. Years of Education: 13.5 (M), 13.9 (F)

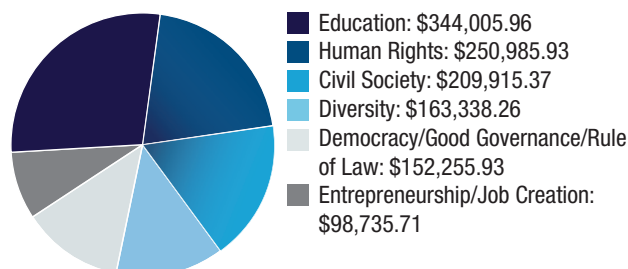
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 101st (Tied)
Economic Freedom Index: 82nd (Moderately Free)
Good Country Index: 43rd
Media Freedom Index: 63rd
Internet Access/100: 70
Mobile Phone/100: 104

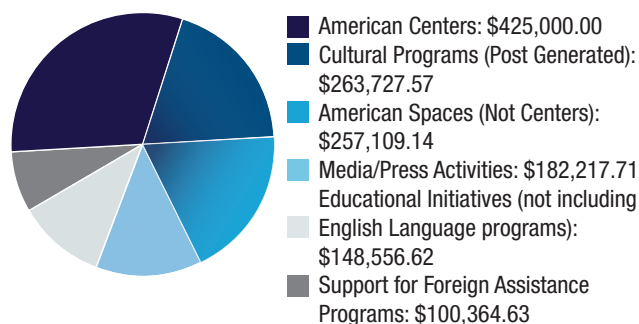
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,220,000 | Supplemental \$3,510,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Bulgaria



\$919,889
PD Spending FY19

6,948,445
Population

\$9,518
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 108,560
Population: 6,948,445
Below 24 yrs. old: 23.92%
Refugee population: 19,918
Urban population: 75%
GDP/Capita: \$9,518
Unemployment: 4.34%
Below Poverty Line: 23.40%
Literacy Rate: 99%
Avg. Years of Education: 14.6 (M), 15 (F)

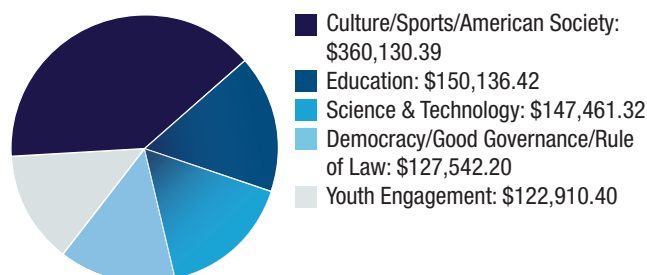
Social & Media Indicators

Inclusive Internet Index: 31st
Social Progress Index: 43rd
Corruption Perception Index: 74th (Tied)
Economic Freedom Index: 36th (Mostly Free)
Good Country Index: 12th
Media Freedom Index: 111th
Internet Access/100: 65
Mobile Phone/100: 119

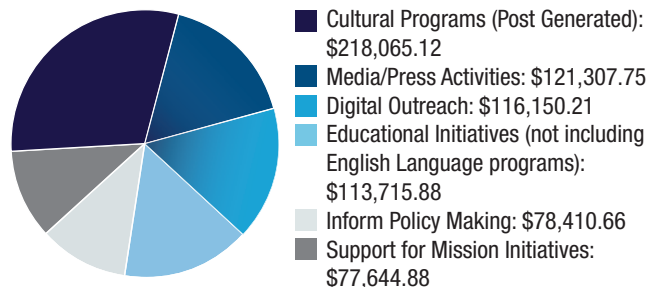
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$919,889 | Supplemental \$0

Spending by Theme



Spending by Program



Croatia



\$1,230,000
PD Spending FY19

4,105,267
Population

\$14,949
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 55,960
Population: 4,105,267
Below 24 yrs. old: 24.92%
Refugee population: 787
Urban population: 57%
GDP/Capita: \$14,949
Unemployment: 6.94%
Below Poverty Line: 19.50%
Literacy Rate: 99%
Avg. Years of Education: 14.3 (M), 15.7 (F)

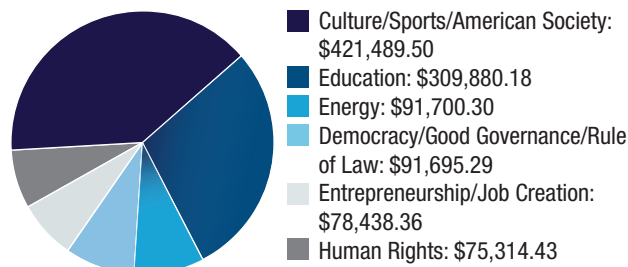
Social & Media Indicators

Inclusive Internet Index: 36th (Tied)
Social Progress Index: 38th
Corruption Perception Index: 63rd
Economic Freedom Index: 84th (Moderately Free)
Good Country Index: 58th
Media Freedom Index: 64th
Internet Access/100: 75
Mobile Phone/100: 106

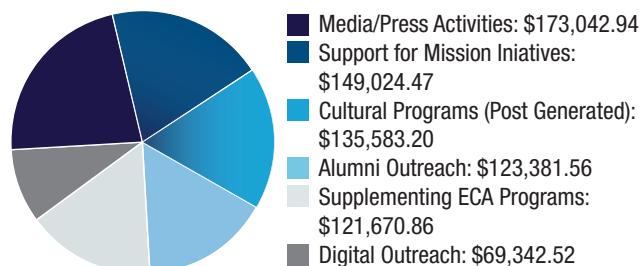
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,230,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Cyprus



\$635,709
PD Spending FY19

1,207,359
Population

\$27,719
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 9,240
Population: 1,207,359
Below 24 yrs. old: 27.98%
Refugee population: 11,014
Urban population: 67%
GDP/Capita: \$27,719
Unemployment: 7.27%
Below Poverty Line: 16%
Literacy Rate: 99%
Avg. Years of Education: 14.3 (M), 15.1 (F)

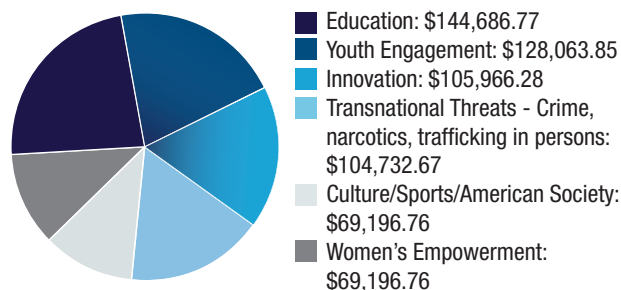
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 28th
Corruption Perception Index: 41st (Tied)
Economic Freedom Index: 37th (Mostly Free)
Good Country Index: 22nd
Media Freedom Index: 28th
Internet Access/100: 84
Mobile Phone/100: 139

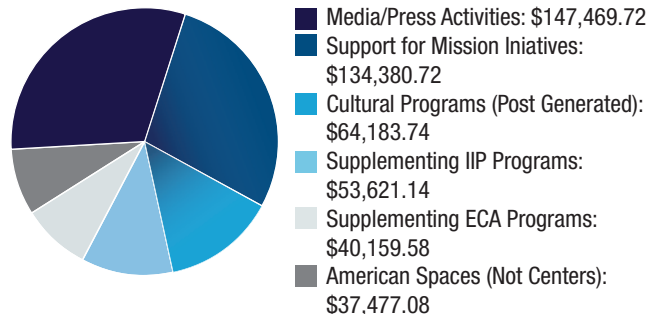
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$635,709 | Supplemental \$0

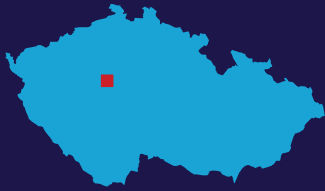
Spending by Theme



Spending by Program



Czech Republic



\$1,490,000
PD Spending FY19

10,708,981
Population

\$23,213
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 77,220
Population: 10,708,981
Below 24 yrs. old: 24.37%
Refugee population: 2,186
Urban population: 74%
GDP/Capita: \$23,213
Unemployment: 1.93%
Below Poverty Line: 9.70%
Literacy Rate: No Data
Avg. Years of Education: 16.1 (M), 17.6 (F)

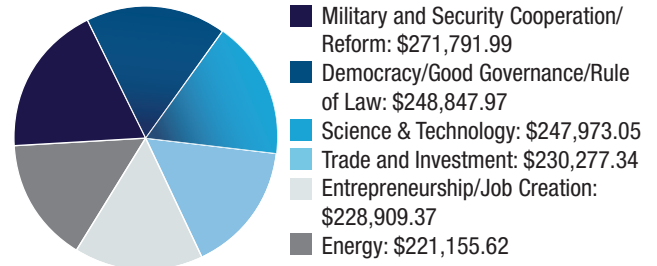
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 24th
Corruption Perception Index: 44th (Tied)
Economic Freedom Index: 23rd (Mostly Free)
Good Country Index: 32nd
Media Freedom Index: 40th
Internet Access/100: 81
Mobile Phone/100: 119

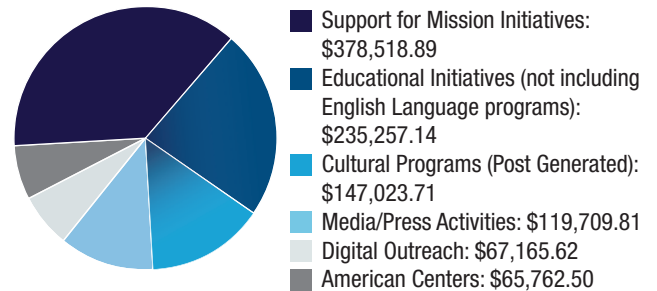
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,490,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Denmark



\$918,040
PD Spending FY19

5,792,202
Population

\$59,795
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 41,990
Population: 5,792,202
Below 24 yrs. old: 28.75%
Refugee population: 36,631
Urban population: 88%
GDP/Capita: \$59,795
Unemployment: 5.40%
Below Poverty Line: 12.10%
Literacy Rate: 99%
Avg. Years of Education: 18.4 (M), 19.8 (F)

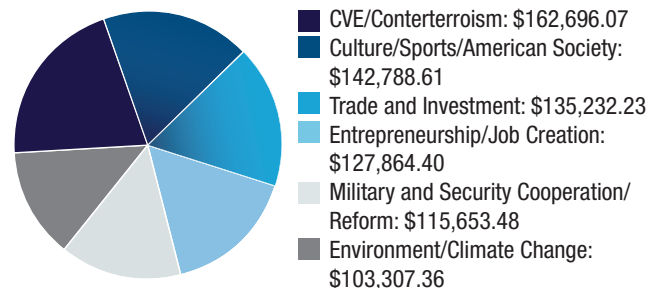
Social & Media Indicators

Inclusive Internet Index: 4th (Tied)
Social Progress Index: 2nd
Corruption Perception Index: 1st (Tied)
Economic Freedom Index: 8th (Mostly Free)
Good Country Index: 6th
Media Freedom Index: 5th
Internet Access/100: 97
Mobile Phone/100: 125

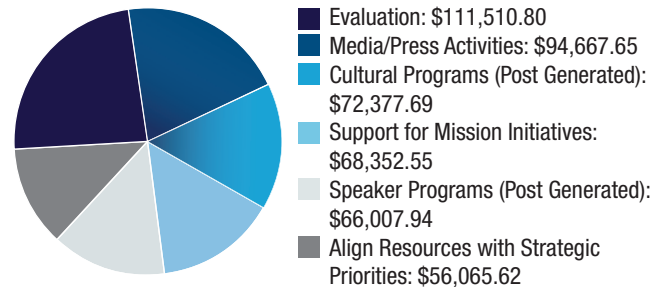
Public Diplomacy Spending

Total FY 2019 | DP (.7) 918,040 | Supplemental \$0

Spending by Theme



Spending by Program



Estonia



\$920,996
PD Spending FY19

1,329,000
Population

\$23,523
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 43,470
Population: 1,329,000
Below 24 yrs. old: 25.08%
Refugee population: 325
Urban population: 69%
GDP/Capita: \$23,523
Unemployment: 5.12%
Below Poverty Line: 21.10%
Literacy Rate: 100%
Avg. Years of Education: 15.3 (M), 16.8 (F)

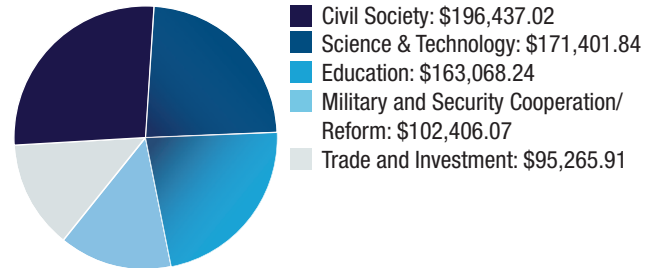
Social & Media Indicators

Inclusive Internet Index: 12th
Social Progress Index: 25th
Corruption Perception Index: 18th (Tied)
Economic Freedom Index: 10th (Mostly Free)
Good Country Index: 14th
Media Freedom Index: 11th
Internet Access/100: 89
Mobile Phone/100: 145

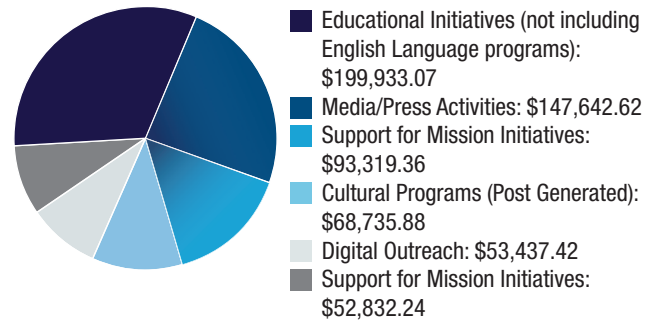
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$920,996 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Finland



\$976,663
PD Spending FY19

5,540,720
Population

\$48,868
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 303,910
Population: 5,540,720
Below 24 yrs. old: 27.36%
Refugee population: 22,295
Urban population: 85%
GDP/Capita: \$48,868
Unemployment: 6.60%
Below Poverty Line: 0.20%
Literacy Rate: 99%
Avg. Years of Education: 18.5 (M), 20.1 (F)

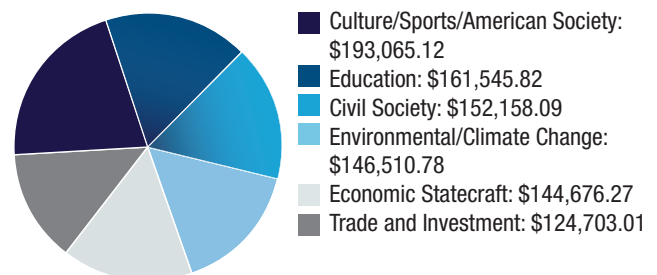
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 4th
Corruption Perception Index: 3rd
Economic Freedom Index: 20th (Mostly Free)
Good Country Index: 1st
Media Freedom Index: 2nd
Internet Access/100: 89
Mobile Phone/100: 129

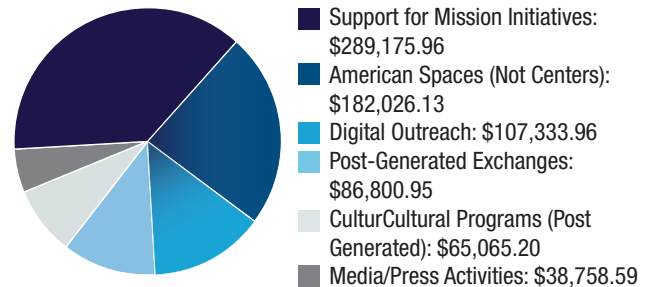
Public Diplomacy Spending

Total FY 2019 | DP (.7) 976,663 | Supplemental \$0

Spending by Theme

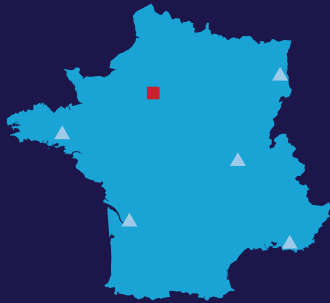


Spending by Program



France

Post also oversees programs in Monaco



\$3,760,000
PD Spending FY19

65,273,511
Population

\$41,760
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 547,557
Population: 65,273,511
Below 24 yrs. old: 30.24%
Refugee population: 368,352
Urban population: 80%
GDP/Capita: \$41,760
Unemployment: 9.06%
Below Poverty Line: 14.10%
Literacy Rate: 99%
Avg. Years of Education: 15.2 (M), 15.8 (F)

Social & Media Indicators

Inclusive Internet Index: 9th
Social Progress Index: 15th
Corruption Perception Index: 26th
Economic Freedom Index: 64th (Moderately Free)
Good Country Index: 9th
Media Freedom Index: 32nd
Internet Access/100: 82
Mobile Phone/100: 108

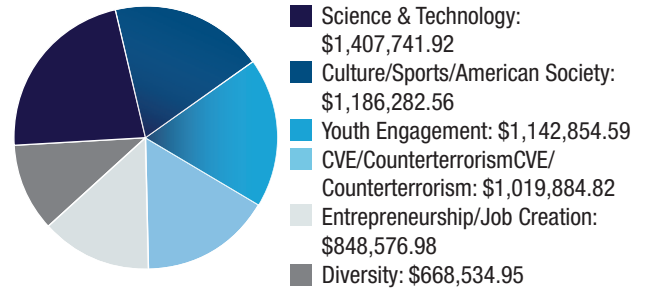
Note:

Country profile demographics and social indicators are for the primary country.

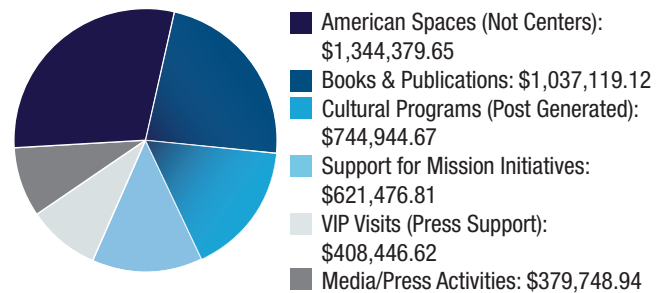
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$3,760,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Georgia



\$4,610,000
PD Spending FY19

3,989,167
Population

\$4,289
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 69,490
Population: 3,989,167
Below 24 yrs. old: 29.32%
Refugee population: 1,991
Urban population: 59%
GDP/Capita: \$4,289
Unemployment: 12.70%
Below Poverty Line: 9.20%
Literacy Rate: 100%
Avg. Years of Education: 15.2 (M), 15.7 (F)

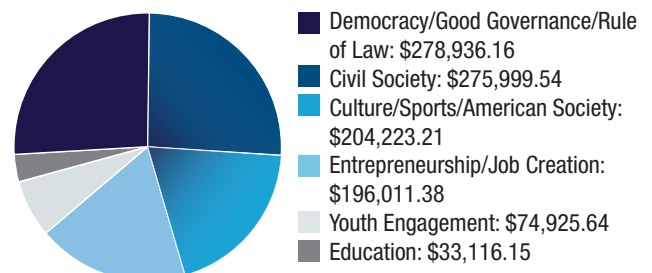
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 56th
Corruption Perception Index: 44th (Tied)
Economic Freedom Index: 12th (Mostly Free)
Good Country Index: 38th
Media Freedom Index: 60th
Internet Access/100: 63
Mobile Phone/100: 136

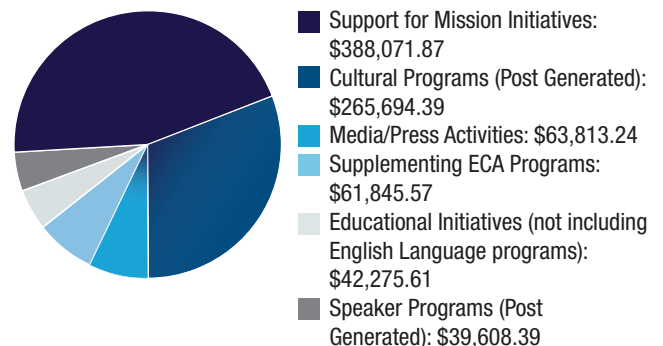
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,240,000 | Supplemental \$3,370,000

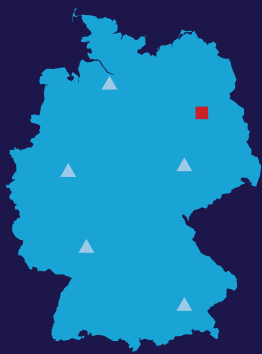
Spending by Theme



Spending by Program



Germany



\$6,270,000
PD Spending FY19

83,783,942
Population

\$46,563
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 349,360
Population: 83,783,942
Below 24 yrs. old: 22.70%
Refugee population: 1,063,837
Urban population: 77%
GDP/Capita: \$46,563
Unemployment: 3.50%
Below Poverty Line: 16.70%
Literacy Rate: 99%
Avg. Years of Education: 17.2 (M), 17 (F)

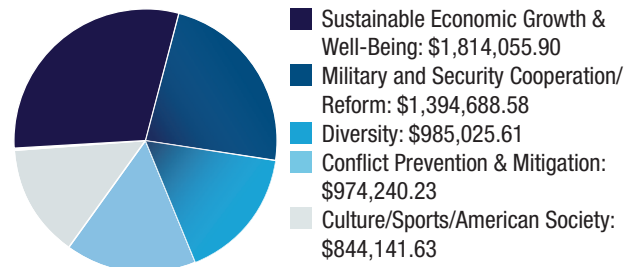
Social & Media Indicators

Inclusive Internet Index: 18th (Tied)
Social Progress Index: 8th
Corruption Perception Index: 9th (Tied)
Economic Freedom Index: 27th (Mostly Free)
Good Country Index: 5th
Media Freedom Index: 13th
Internet Access/100: 90
Mobile Phone/100: 129

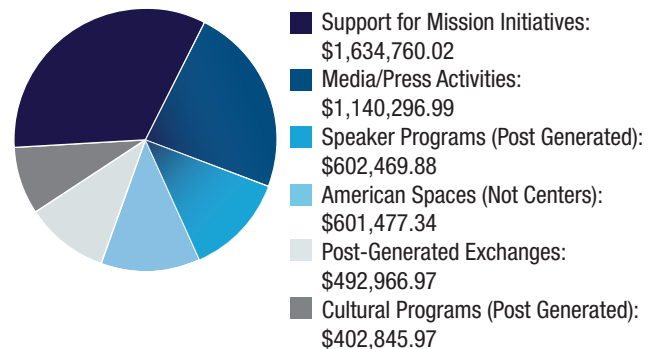
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$6,270,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Greece



\$1,830,000
PD Spending FY19

10,423,054
Population

\$19,974
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 128,900
Population: 10,423,054
Below 24 yrs. old: 24.87%
Refugee population: 61,460
Urban population: 79%
GDP/Capita: \$19,974
Unemployment: 18.08%
Below Poverty Line: 36%
Literacy Rate: 99%
Avg. Years of Education: 17.5 (M), 17.1 (F)

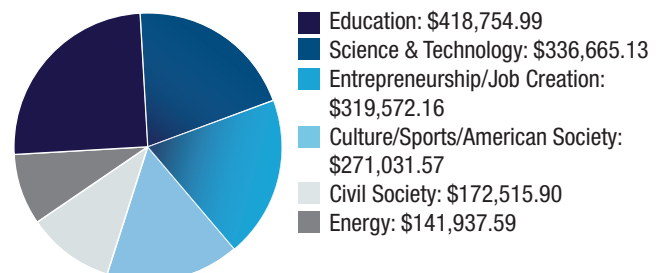
Social & Media Indicators

Inclusive Internet Index: 40th
Social Progress Index: 30th
Corruption Perception Index: 60th (Tied)
Economic Freedom Index: 100th (Mostly Unfree)
Good Country Index: 42nd
Media Freedom Index: 65th
Internet Access/100: 73
Mobile Phone/100: 116

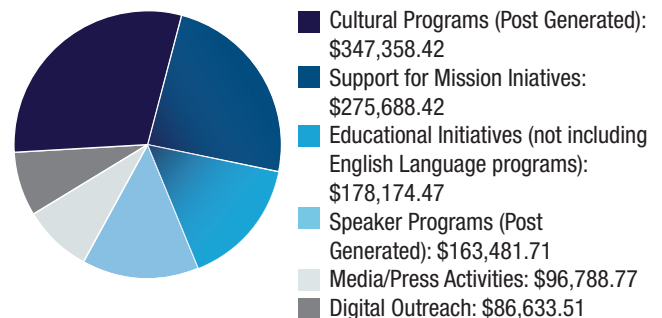
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,830,000 | Supplemental \$0

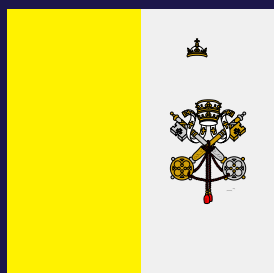
Spending by Theme



Spending by Program



Holy See



\$115,728
PD Spending FY19

1,000
Population

N/A
GDP/Capita

Demographics & Literacy

Geographic Area: 121 Acres
Population: 1,000
Below 24 yrs. old: N/A
Refugee population: N/A
Urban population: 100%
GDP/Capita: N/A
Unemployment: N/A
Below Poverty Line: N/A
Literacy Rate: N/A
Avg. Years of Education: N/A

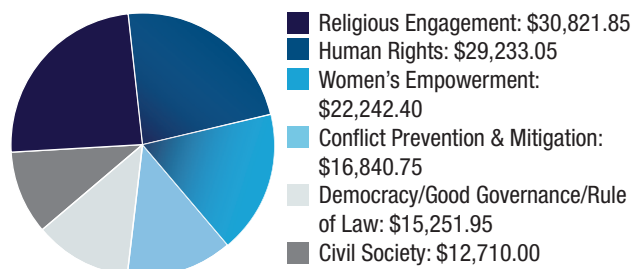
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: N/A
Mobile Phone/100: N/A

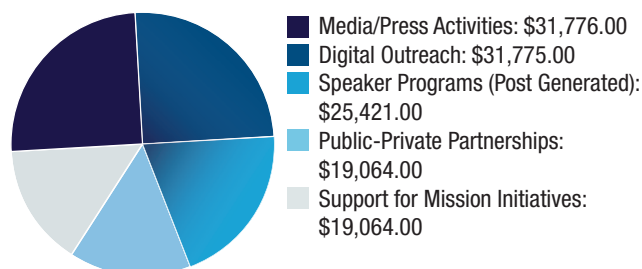
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$115,728 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Hungary



\$963,807
PD Spending FY19

9,660,351
Population

\$17,463
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 90,530
Population: 9,660,351
Below 24 yrs. old: 24.97%
Refugee population: 6,040
Urban population: 71%
GDP/Capita: \$17,463
Unemployment: 3.46%
Below Poverty Line: 14.90%
Literacy Rate: 100%
Avg. Years of Education: 14.8 (M), 15.4 (F)

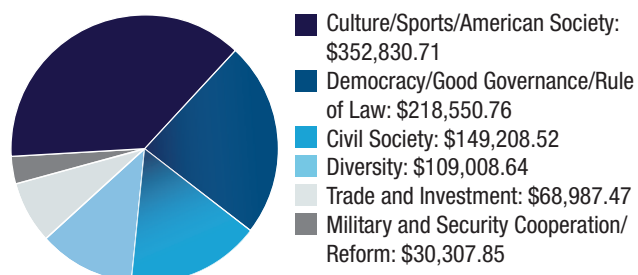
Social & Media Indicators

Inclusive Internet Index: 32nd
Social Progress Index: 39th
Corruption Perception Index: 70th (Tied)
Economic Freedom Index: 62nd (Moderately Unfree)
Good Country Index: 39th
Media Freedom Index: 87th
Internet Access/100: 76
Mobile Phone/100: 103

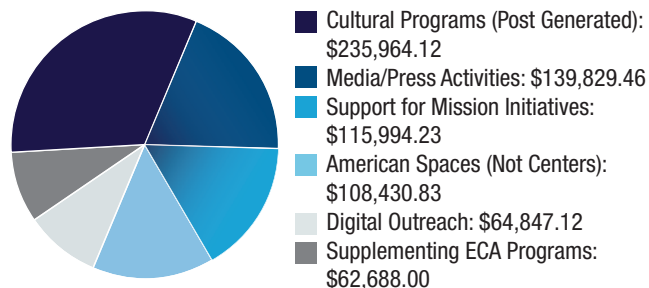
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$963,807 | Supplemental \$0

Spending by Theme



Spending by Program



Iceland



\$478,059
PD Spending FY19

364,134
Population

67,037
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 100,250
Population: 364,134
Below 24 yrs. old: 33.16%
Refugee population: 573
Urban population: 94%
GDP/Capita: 67,037
Unemployment: 2.74%
Below Poverty Line: 9%
Literacy Rate: 99%
Avg. Years of Education: 18 (M), 20.4 (F)

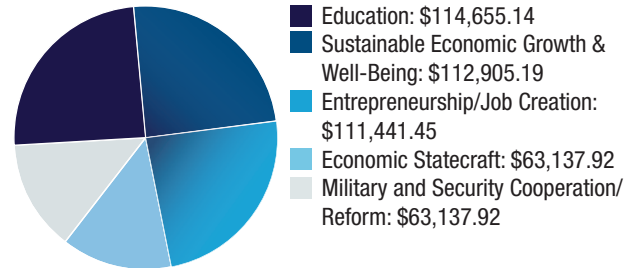
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 6th
Corruption Perception Index: 11th
Economic Freedom Index: 13th (Mostly Free)
Good Country Index: 36th
Media Freedom Index: 14th
Internet Access/100: 99
Mobile Phone/100: 126

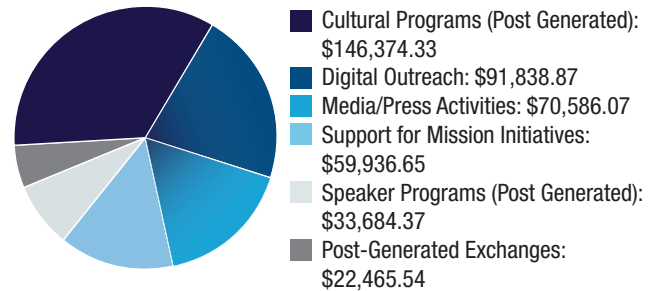
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$478,059 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Ireland



\$547,908
PD Spending FY19

4,937,786
Population

\$77,771
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 68,890
Population: 4,937,786
Below 24 yrs. old: 33.23%
Refugee population: 6,041
Urban population: 63%
GDP/Capita: \$77,771
Unemployment: 5.60%
Below Poverty Line: 16.50%
Literacy Rate: 99%
Avg. Years of Education: 18.7 (M), 18.9 (F)

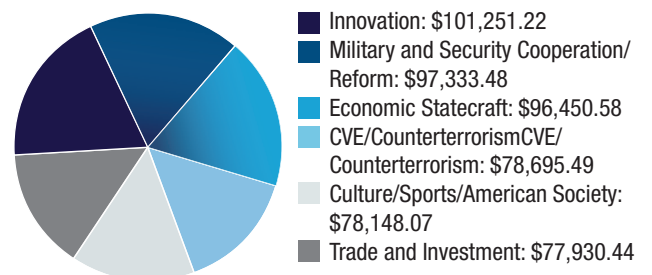
Social & Media Indicators

Inclusive Internet Index: 18th (Tied)
Social Progress Index: 14th
Corruption Perception Index: 18th (Tied)
Economic Freedom Index: 6th (Free)
Good Country Index: 3rd
Media Freedom Index: 15th
Internet Access/100: 85
Mobile Phone/100: 103

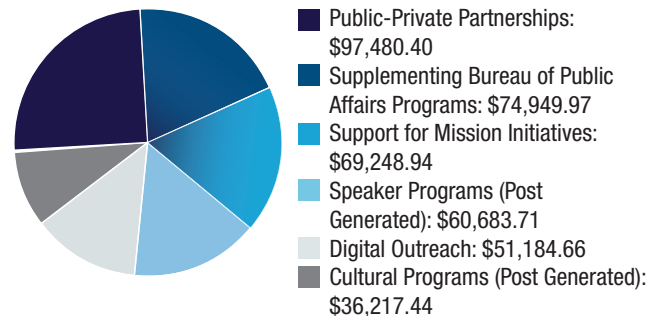
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$547,908 | Supplemental \$0

Spending by Theme



Spending by Program



Italy

Post also oversees programs in San Marino



\$3,500,000
PD Spending FY19

60,461,826
Population

32,946
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 294,140
Population: 60,461,826
Below 24 yrs. old: 23.06%
Refugee population: 189,243
Urban population: 70%
GDP/Capita: 32,946
Unemployment: 6.30%
Below Poverty Line: 9%
Literacy Rate: 99%
Avg. Years of Education: 15.9 (M), 16.6 (F)

Social & Media Indicators

Inclusive Internet Index: 21st (Tied)
Social Progress Index: 22nd
Corruption Perception Index: 51st
Economic Freedom Index: 74th (Moderately Free)
Good Country Index: 19th
Media Freedom Index: 43rd
Internet Access/100: 74
Mobile Phone/100: 137

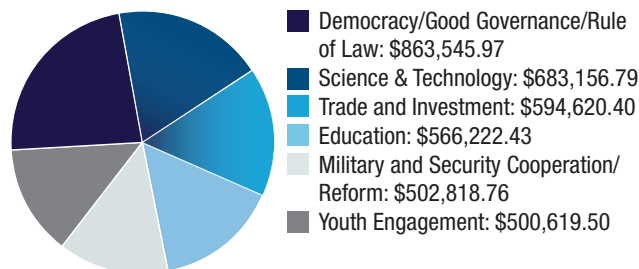
Note:

Country profile demographics and social indicators are for the primary country.

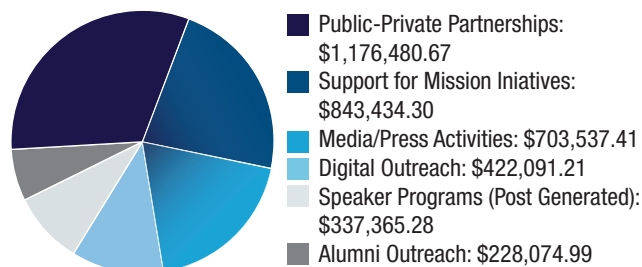
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$3,500,000 | Supplemental \$0

Spending by Theme

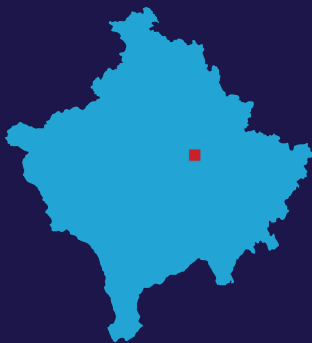


Spending by Program



Map Key: ■ Embassy ▲ Consulate

Kosovo



\$2,294,825
PD Spending FY19

1,840,000
Population

\$4,442
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 10,887
Population: 1,840,000
Below 24 yrs. old: 41.02%
Refugee population: N/A
Urban population: 54.7% (2011)
GDP/Capita: \$4,442
Unemployment: 48.90%
Below Poverty Line: 17.60%
Literacy Rate: No Data
Avg. Years of Education: No Data

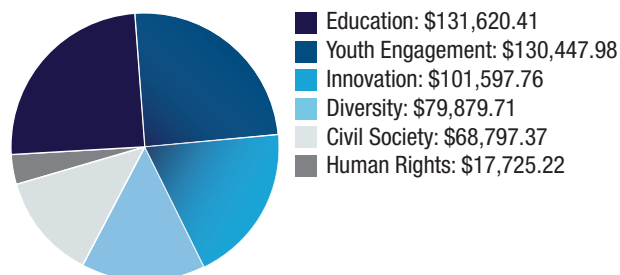
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 101st (Tied)
Economic Freedom Index: 53rd (Moderately Free)
Good Country Index: Not Ranked
Media Freedom Index: 75th
Internet Access/100: 89
Mobile Phone/100: 32 (2010)

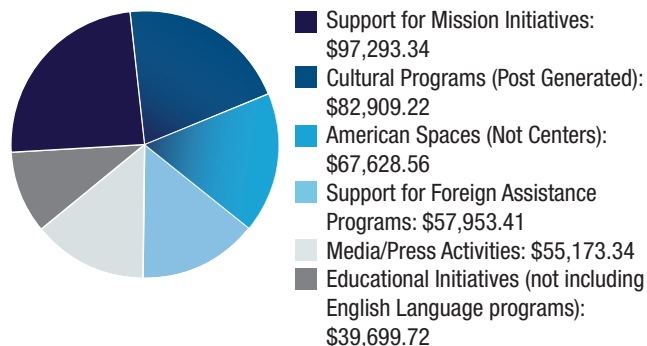
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$594,825 | Supplemental \$1,700,000

Spending by Theme



Spending by Program



Latvia



\$799,621
PD Spending FY19

1,886,198
Population

18,171
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 62,180
Population: 1,886,198
Below 24 yrs. old: 24.32%
Refugee population: 670
Urban population: 68%
GDP/Capita: 18,171
Unemployment: 7.86%
Below Poverty Line: 25.50%
Literacy Rate: 100%
Avg. Years of Education: 15.3 (M), 16.7 (F)

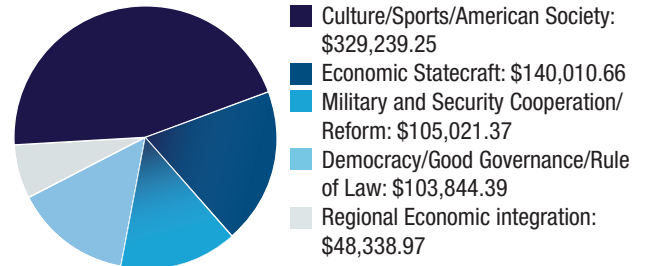
Social & Media Indicators

Inclusive Internet Index: 48th
Social Progress Index: 36th
Corruption Perception Index: 44th (Tied)
Economic Freedom Index: 32nd (Mostly Free)
Good Country Index: 21st
Media Freedom Index: 24th
Internet Access/100: 84
Mobile Phone/100: 107

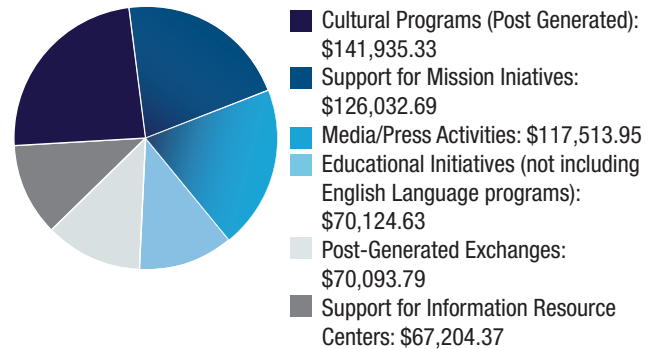
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$799,621 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Lithuania



\$779,528
PD Spending FY19

2,794,000
Population

\$19,266
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 62,642
Population: 2,794,000
Below 24 yrs. old: 25.49%
Refugee population: 1,734
Urban population: 68% (2011)
GDP/Capita: \$19,266
Unemployment: 6.64%
Below Poverty Line: 22.20%
Literacy Rate: 100%
Avg. Years of Education: 16.1 (M), 16.9 (F)

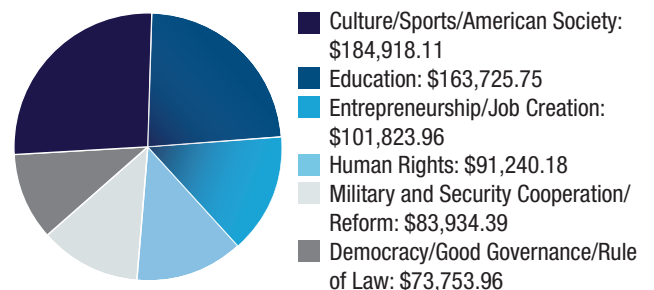
Social & Media Indicators

Inclusive Internet Index: 30th
Social Progress Index: 32nd
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 16th (Mostly Free)
Good Country Index: 37th
Media Freedom Index: 30th
Internet Access/100: 80
Mobile Phone/100: 164

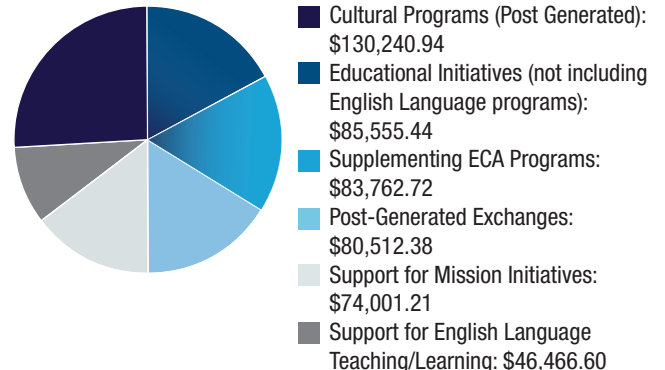
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$779,528 | Supplemental \$0

Spending by Theme



Spending by Program



Luxembourg



\$371,140
PD Spending FY19

625,978
Population

113,196
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,430
Population: 625,978
Below 24 yrs. old: 28.51%
Refugee population: 2,046
Urban population: 91%
GDP/Capita: 113,196
Unemployment: 5.41%
Below Poverty Line: 19%
Literacy Rate: 100%
Avg. Years of Education: 14.1 (M), 14.3 (F)

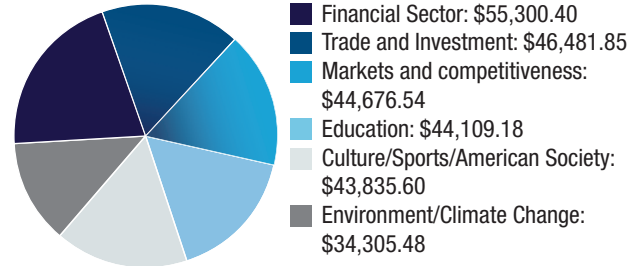
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 16th
Corruption Perception Index: 9th (Tied)
Economic Freedom Index: 19th (Mostly Free)
Good Country Index: 16th
Media Freedom Index: 17th
Internet Access/100: 97
Mobile Phone/100: 132

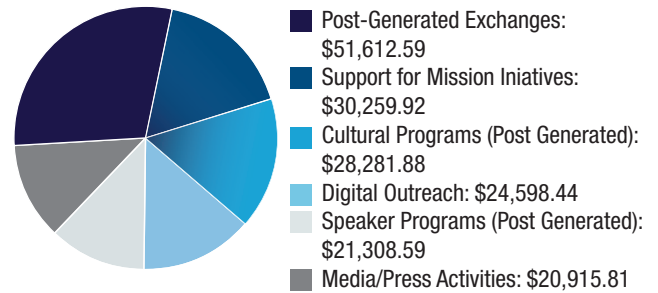
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$371,140 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Malta



\$152,205
PD Spending FY19

441,543
Population

\$30,650
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 320
Population: 441,543
Below 24 yrs. old: 24.71%
Refugee population: 8,579
Urban population: 95%
GDP/Capita: \$30,650
Unemployment: 4.63%
Below Poverty Line: 16.30%
Literacy Rate: 95%
Avg. Years of Education: 15.4 (M), 16.4 (F)

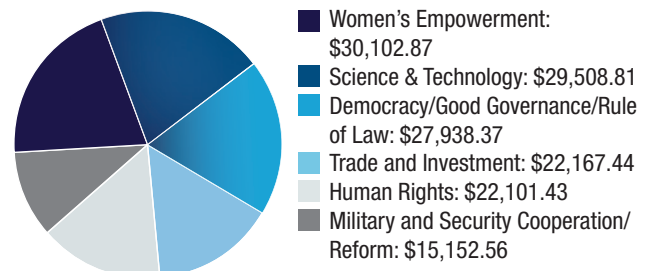
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 29th
Corruption Perception Index: 50th
Economic Freedom Index: 42nd (Moderately Free)
Good Country Index: 51st
Media Freedom Index: 77th
Internet Access/100: 82
Mobile Phone/100: 140

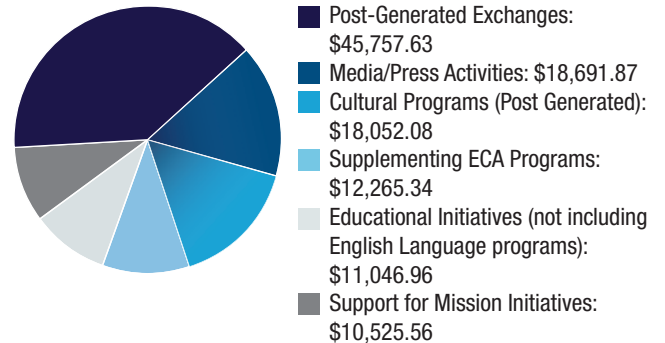
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$152,205 | Supplemental \$0

Spending by Theme



Spending by Program



Moldova



\$4,869,847
PD Spending FY19

4,033,963
Population

3,300
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 32,890
Population: 4,033,963
Below 24 yrs. old: 29.58%
Refugee population: 418
Urban population: 43%
GDP/Capita: 3,300
Unemployment: 3.73%
Below Poverty Line: 9.60%
Literacy Rate: 100%
Avg. Years of Education: 11.4 (M), 11.8 (F)

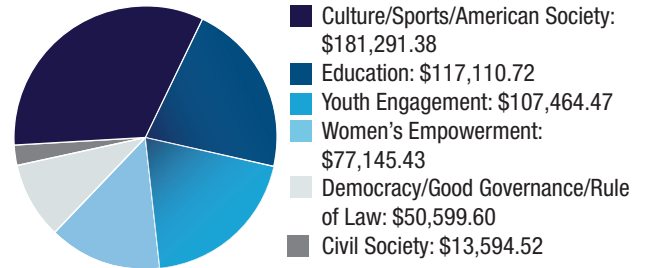
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 70th
Corruption Perception Index: 120th (Tied)
Economic Freedom Index: 87th (Moderately Free)
Good Country Index: 27th
Media Freedom Index: 91st
Internet Access/100: 76 (2017)
Mobile Phone/100: 88

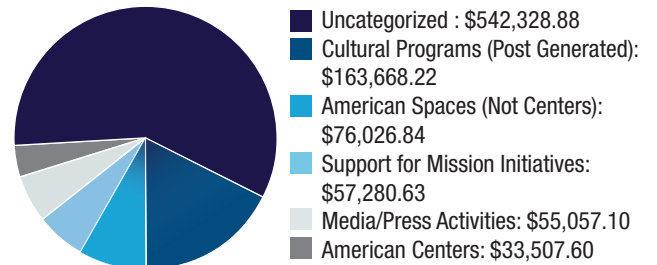
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$709,847 | Supplemental \$4,160,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Montenegro



\$1,375,664
PD Spending FY19

631,219
Population

\$8,703
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 13,450
Population: 631,219
Below 24 yrs. old: 30.92%
Refugee population: 729
Urban population: 67%
GDP/Capita: \$8,703
Unemployment: 15.78%
Below Poverty Line: 8.60%
Literacy Rate: 100%
Avg. Years of Education: 14.7 (M), 15.3 (F)

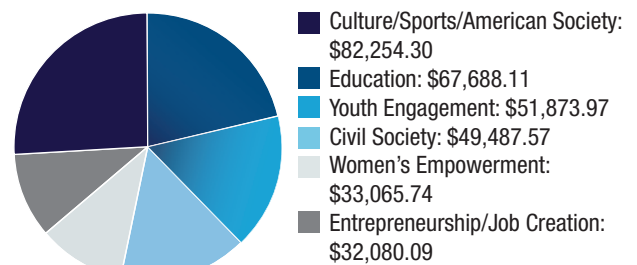
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 58th
Corruption Perception Index: 66th (Tied)
Economic Freedom Index: 91st (Moderately Free)
Good Country Index: 57th
Media Freedom Index: 104th
Internet Access/100: 72
Mobile Phone/100: 181

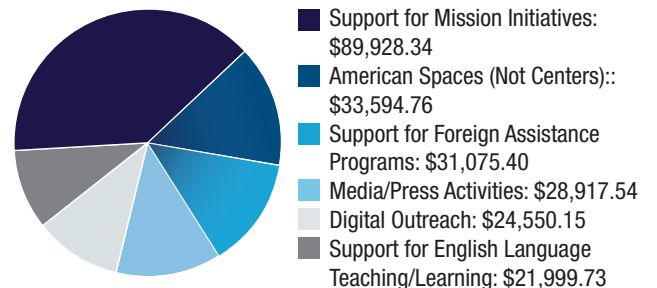
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$375,664 | Supplemental \$1,000,000

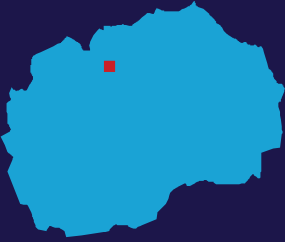
Spending by Theme



Spending by Program



North Macedonia



\$1,850,939
PD Spending FY19

2,083,374
Population

6,096
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 25,220
Population: 2,083,374
Below 24 yrs. old: 28.81%
Refugee population: 412
Urban population: 58%
GDP/Capita: 6,096
Unemployment: 16.20%
Below Poverty Line: 21.50%
Literacy Rate: 99%
Avg. Years of Education: 13.3 (M), 13.6 (F)

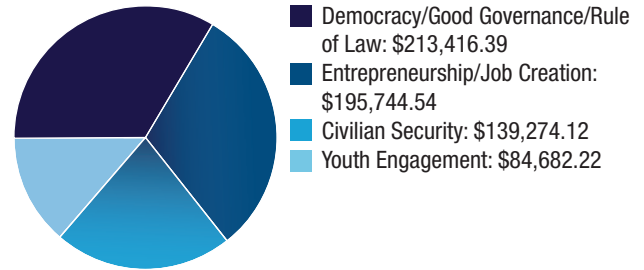
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 67th
Corruption Perception Index: 106th (Tied)
Economic Freedom Index: 41st (Moderately Free)
Good Country Index: 25th
Media Freedom Index: 95th
Internet Access/100: 79
Mobile Phone/100: 95

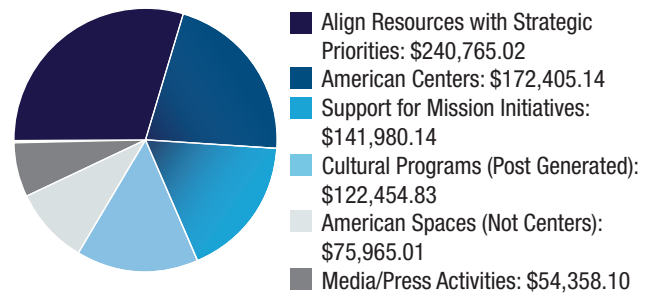
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$780,939 | Supplemental \$1,070,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Netherlands



\$1,400,000
PD Spending FY19

17,134,872
Population

\$52,367
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 33,690
Population: 17,134,872
Below 24 yrs. old: 28.02%
Refugee population: 101,837
Urban population: 91%
GDP/Capita: \$52,367
Unemployment: 5.19%
Below Poverty Line: 8.80%
Literacy Rate: 99%
Avg. Years of Education: 17.8 (M), 18.3 (F)

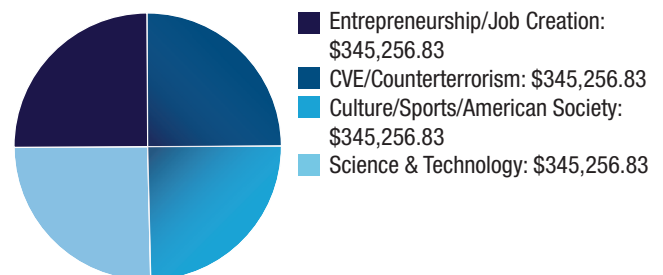
Social & Media Indicators

Inclusive Internet Index: 23rd
Social Progress Index: 11th
Corruption Perception Index: 8th
Economic Freedom Index: 14th (Mostly Free)
Good Country Index: 2nd
Media Freedom Index: 4th
Internet Access/100: 95
Mobile Phone/100: 124

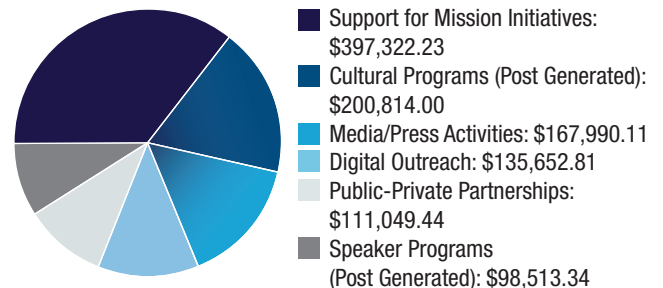
Public Diplomacy Spending

Total FY 2019 | DP (.7) 1,400,000 | Supplemental \$0

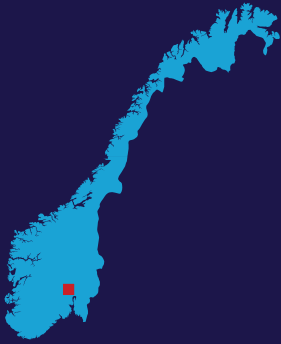
Spending by Theme



Spending by Program



Norway



\$790,578
PD Spending FY19

5,368,000
Population

77,975
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 365,500
Population: 5,368,000
Below 24 yrs. old: 29.98%
Refugee population: 57,026
Urban population: 82%
GDP/Capita: 77,975
Unemployment: 3.60%
Below Poverty Line: 7.50%
Literacy Rate: 99%
Avg. Years of Education: 17.4 (M), 18.8 (F)

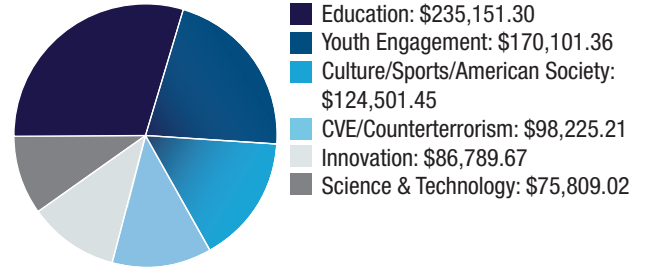
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 1st
Corruption Perception Index: 7th
Economic Freedom Index: 28th (Mostly Free)
Good Country Index: 8th
Media Freedom Index: 1st
Internet Access/100: 96
Mobile Phone/100: 107

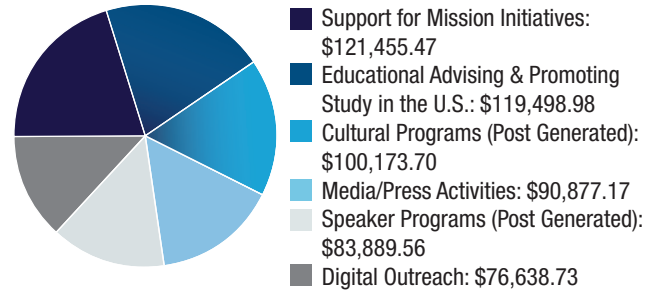
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$790,578 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Poland



\$2,340,000
PD Spending FY19

37,846,611
Population

\$14,901
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 306,190
Population: 37,846,611
Below 24 yrs. old: 24.63%
Refugee population: 12,506
Urban population: 60%
GDP/Capita: \$14,901
Unemployment: 3.85%
Below Poverty Line: 17.60%
Literacy Rate: 100%
Avg. Years of Education: 15.6 (M), 17.3 (F)

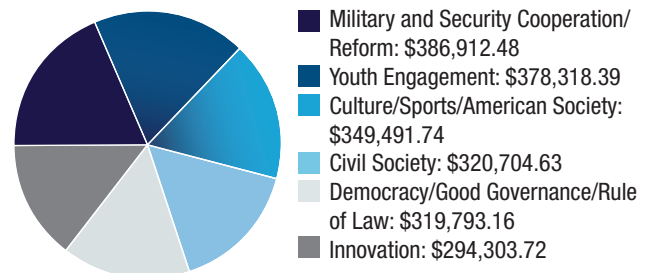
Social & Media Indicators

Inclusive Internet Index: 11th
Social Progress Index: 33rd
Corruption Perception Index: 41st (Tied)
Economic Freedom Index: 46th (Moderately Free)
Good Country Index: 31st
Media Freedom Index: 59th
Internet Access/100: 78
Mobile Phone/100: 135

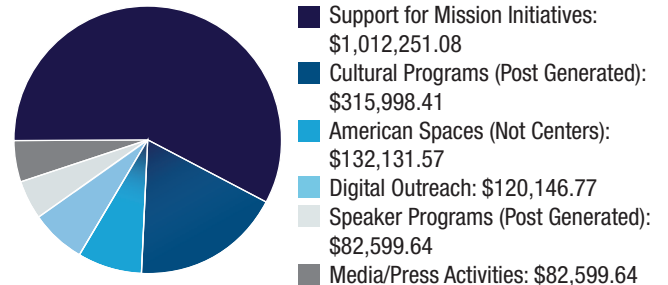
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,340,000 | Supplemental \$0

Spending by Theme



Spending by Program



Portugal



\$1,190,000
PD Spending FY19

10,196,709
Population

23,030
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 91,605
Population: 10,196,709
Below 24 yrs. old: 24.52%
Refugee population: 2,136
Urban population: 65%
GDP/Capita: 23,030
Unemployment: 6.70%
Below Poverty Line: 19%
Literacy Rate: 97%
Avg. Years of Education: 16.4 (M), 16.2 (F)

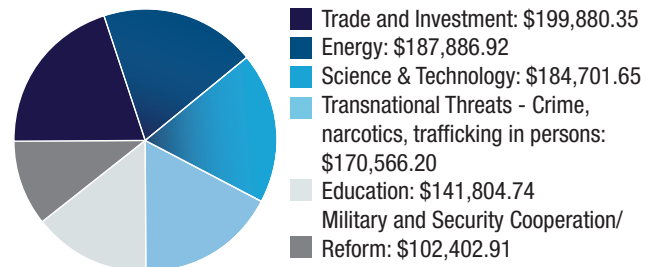
Social & Media Indicators

Inclusive Internet Index: 24th (Tied)
Social Progress Index: 18th
Corruption Perception Index: 30th (Tied)
Economic Freedom Index: 56th (Moderately Free)
Good Country Index: 30th
Media Freedom Index: 12th
Internet Access/100: 75
Mobile Phone/100: 116

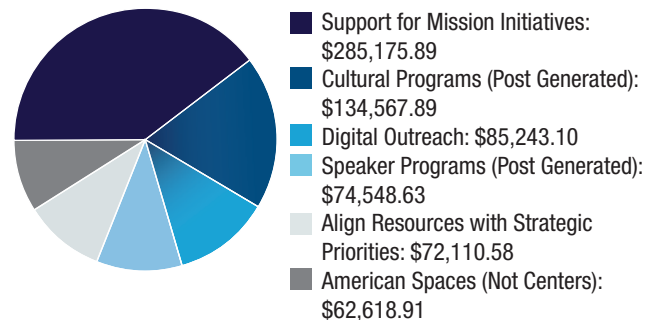
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,190,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Romania



\$1,826,250
PD Spending FY19

19,237,691
Population

\$12,482
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 230,080
Population: 19,237,691
Below 24 yrs. old: 24.43%
Refugee population: 4,157
Urban population: 54%
GDP/Capita: \$12,482
Unemployment: 4.16%
Below Poverty Line: 22.40%
Literacy Rate: 99%
Avg. Years of Education: 13.9 (M), 14.6 (F)

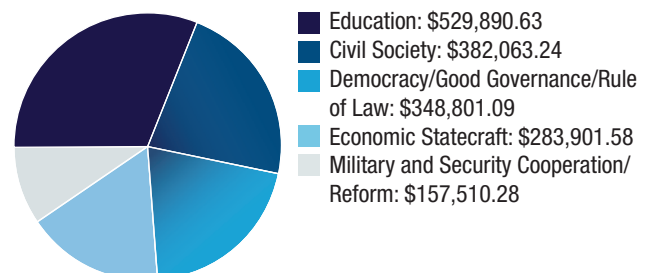
Social & Media Indicators

Inclusive Internet Index: 20th
Social Progress Index: 45th
Corruption Perception Index: 70th (Tied)
Economic Freedom Index: 38th (Moderately Free)
Good Country Index: 29th
Media Freedom Index: 47th
Internet Access/100: 71
Mobile Phone/100: 116

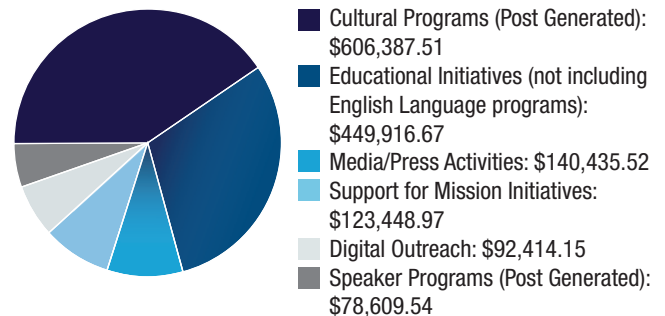
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,320,000 | Supplemental \$506,250

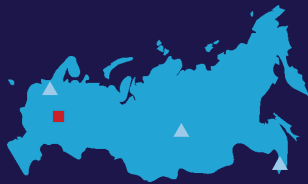
Spending by Theme



Spending by Program



Russia



\$11,850,000
PD Spending FY19

145,934,462
Population

11,162
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 16,376,870
Population: 145,934,462
Below 24 yrs. old: 26.78%
Refugee population: 77,397
Urban population: 74%
GDP/Capita: 11,162
Unemployment: 4.60%
Below Poverty Line: 13.30%
Literacy Rate: 99%
Avg. Years of Education: 15.2 (M), 15.9 (F)

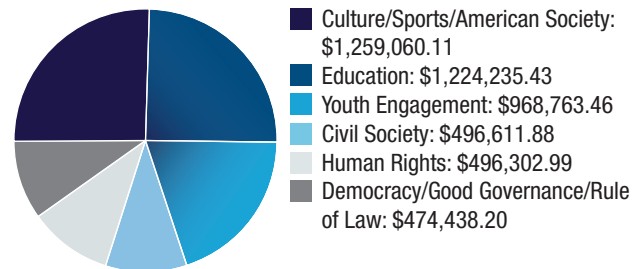
Social & Media Indicators

Inclusive Internet Index: 26th
Social Progress Index: 66th
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 94th (Moderately Free)
Good Country Index: 41st
Media Freedom Index: 149th
Internet Access/100: 81
Mobile Phone/100: 157

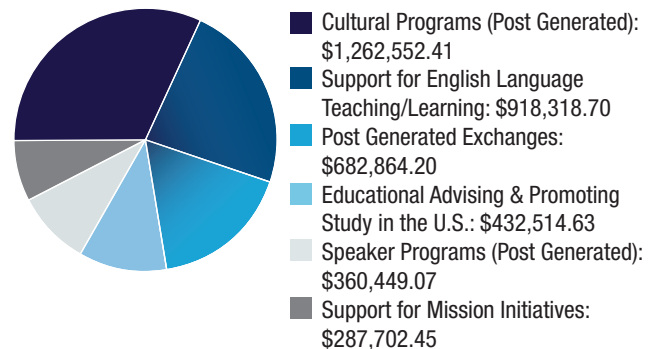
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$5,070,000 | Supplemental \$6,780,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Serbia



\$3,710,000
PD Spending FY19

8,737,373
Population

\$7,397
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 87,460
Population: 8,737,373
Below 24 yrs. old: 25.11%
Refugee population: 30,954
Urban population: 56%
GDP/Capita: \$7,397
Unemployment: 13.51%
Below Poverty Line: 8.90%
Literacy Rate: 99%
Avg. Years of Education: 14.3 (M), 15.3 (F)

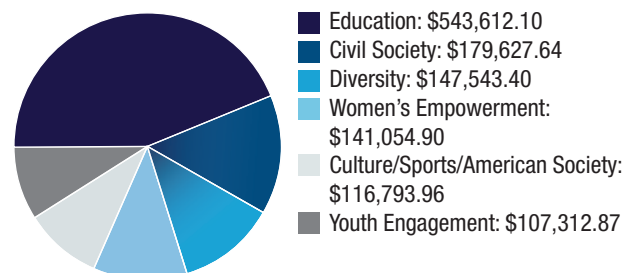
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 53rd
Corruption Perception Index: 91st (Tied)
Economic Freedom Index: 65th (Moderately Free)
Good Country Index: 50th
Media Freedom Index: 90th
Internet Access/100: 74
Mobile Phone/100: 96

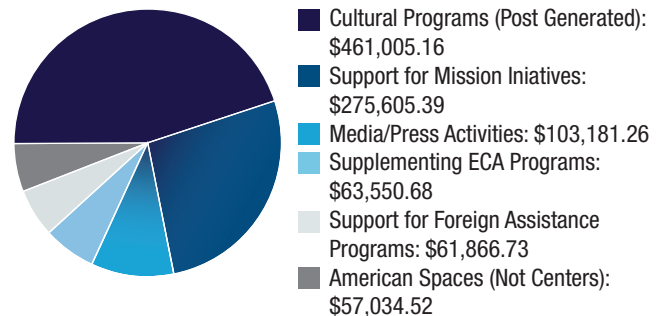
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,230,000 | Supplemental \$2,480,000

Spending by Theme



Spending by Program



Slovakia



\$1,220,000
PD Spending FY19

5,459,642
Population

19,547
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 48,080
Population: 5,459,642
Below 24 yrs. old: 25.19%
Refugee population: 949
Urban population: 54%
GDP/Capita: 19,547
Unemployment: 6.37%
Below Poverty Line: 12.30%
Literacy Rate: 99%
Avg. Years of Education: 14.1 (M), 15 (F)

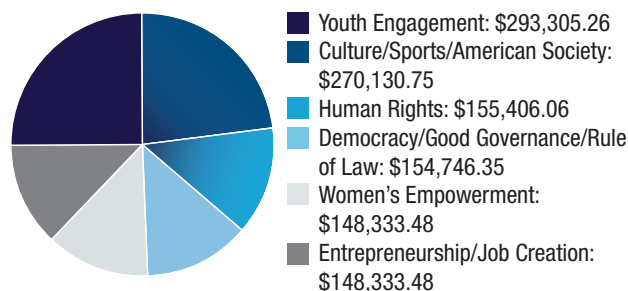
Social & Media Indicators

Inclusive Internet Index: 28th (Tied)
Social Progress Index: 35th
Corruption Perception Index: 59th
Economic Freedom Index: 60th (Moderately Free)
Good Country Index: 28th
Media Freedom Index: 35th
Internet Access/100: 81
Mobile Phone/100: 133

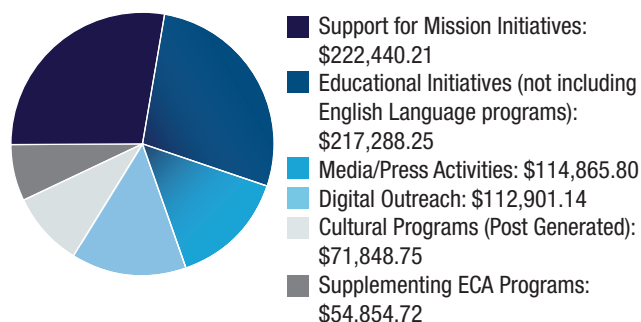
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,220,000 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Slovenia



\$692,110
PD Spending FY19

2,078,938
Population

\$26,170
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 20,142
Population: 2,078,938
Below 24 yrs. old: 23.85%
Refugee population: 749
Urban population: 55%
GDP/Capita: \$26,170
Unemployment: 3.80%
Below Poverty Line: 13.90%
Literacy Rate: 100%
Avg. Years of Education: 16.7 (M), 18.2 (F)

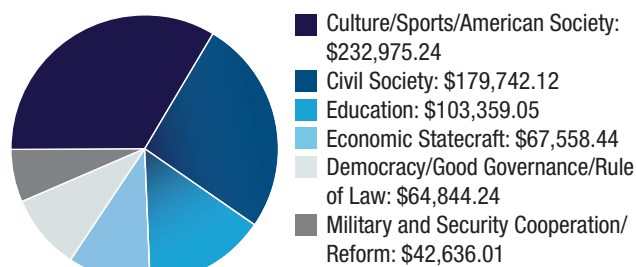
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 21st
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 52nd (Moderately Free)
Good Country Index: 33rd
Media Freedom Index: 34th
Internet Access/100: 80
Mobile Phone/100: 119

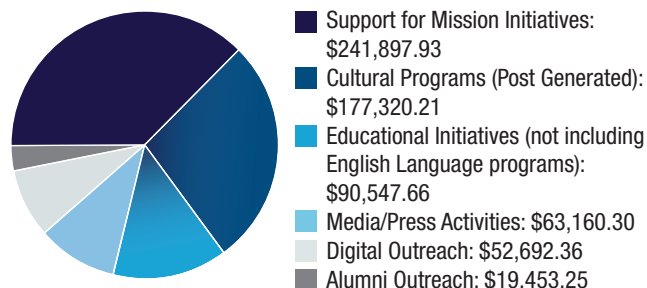
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$692,110 | Supplemental \$0

Spending by Theme



Spending by Program



Spain

Post also oversees programs in Andorra



\$2,680,000
PD Spending FY19

46,754,778
Population

29,961
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 499,564
Population: 46,754,778
Below 24 yrs. old: 24.92%
Refugee population: 20,457
Urban population: 80%
GDP/Capita: 29,961
Unemployment: 13.20%
Below Poverty Line: 22.30%
Literacy Rate: 98%
Avg. Years of Education: 17.5 (M), 18.2 (F)

Social & Media Indicators

Inclusive Internet Index: 10th
Social Progress Index: 17th
Corruption Perception Index: 30th (Tied)
Economic Freedom Index: 58th (Moderately Free)
Good Country Index: 10th
Media Freedom Index: 29th Spain, 37th Andorra
Internet Access/100: 86
Mobile Phone/100: 116

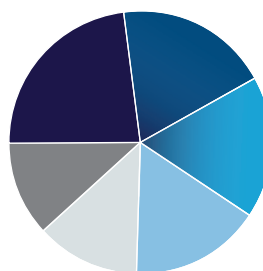
Note:

Country profile demographics and social indicators are for the primary country.

Public Diplomacy Spending

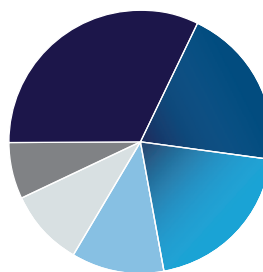
Total FY 2019 | DP (.7) \$2,680,000 | Supplemental \$0

Spending by Theme



■ Youth Engagement: \$605,302.22
■ Culture/Sports/American Society: \$500,516.80
■ Military and Security Cooperation/Reform: \$456,478.45
■ Entrepreneurship/Job Creation: \$424,231.64
■ Transnational Threats - Crime, Narcotics, Trafficking in Persons: \$331,882.43
■ Trade and Investment: \$305,784.00

Spending by Program



■ American Spaces (Not Centers): \$681,728.10
■ Cultural Programs (Post Generated): \$420,022.12
■ Support for Mission Initiatives: \$418,309.27
■ Media/Press Activities: \$235,981.80
■ Digital Outreach: \$202,517.88
■ Educational Initiatives (not including English Language programs): \$141,670.42

Map Key: ■ Embassy ▲ Consulate

Sweden



\$924,243
PD Spending FY19

10,094,947
Population

\$51,241
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 407,310
Population: 10,094,947
Below 24 yrs. old: 28.51%
Refugee population: 248,226
Urban population: 87%
GDP/Capita: \$51,241
Unemployment: 6.80%
Below Poverty Line: 15%
Literacy Rate: 99%
Avg. Years of Education: 18 (M), 19.6 (F)

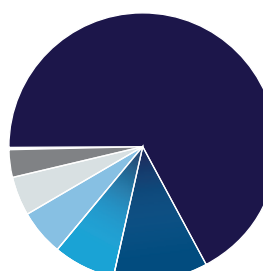
Social & Media Indicators

Inclusive Internet Index: 1st
Social Progress Index: 5th
Corruption Perception Index: 4th (Tied)
Economic Freedom Index: 22nd (Mostly Free)
Good Country Index: 4th
Media Freedom Index: 3rd
Internet Access/100: 92
Mobile Phone/100: 127

Public Diplomacy Spending

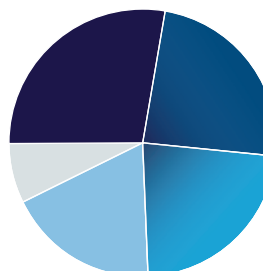
Total FY 2019 | DP (.7) \$924,243 | Supplemental \$0

Spending by Theme



■ Trade and Investment: \$256,574.28
■ Innovation: \$218,954.68
■ Youth Engagement: \$208,101.17
■ Military and Security Cooperation/Reform: \$169,384.76
■ Diversity: \$65,188.81

Spending by Program



■ Support for Mission Initiatives: \$542,593.58
■ Digital Outreach: \$91,843.23
■ Media/Press Activities: \$59,016.50
■ Supplementing ECA Programs: \$45,555.22
■ Cultural Programs (Post Generated): \$36,801.03
■ Align Resources with Strategic Priorities: \$28,599.79

Switzerland

Post also oversees programs
in Liechtenstein



\$564,105

PD Spending FY19

8,654,622

Population

83,716

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 39,516

Population: 8,654,622

Below 24 yrs. old: 25.73%

Refugee population: 104,037

Urban population: 74%

GDP/Capita: 83,716

Unemployment: 4.87%

Below Poverty Line: 8.20%

Literacy Rate: 99%

Avg. Years of Education: 16.3 (M), 16.1 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 3rd

Corruption Perception Index: 4th (Tied)

Economic Freedom Index: 5th (Free)

Good Country Index: 7th

Media Freedom Index: 6th Switzerland,
26th Liechtenstein

Internet Access/100: 90 (2017)

Mobile Phone/100: 127

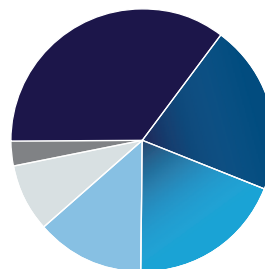
Note:

Country profile demographics and social
indicators are for the primary country.

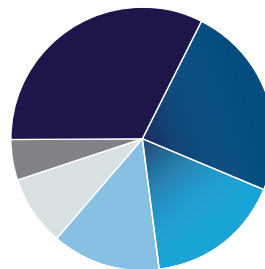
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$564,105 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Turkey



\$3,080,000

PD Spending FY19

84,339,067

Population

\$8,957

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 769,630

Population: 84,339,067

Below 24 yrs. old: 39.08%

Refugee population: 3,681,685

Urban population: 75%

GDP/Capita: \$8,957

Unemployment: 11.90%

Below Poverty Line: 21.90%

Literacy Rate: 96%

Avg. Years of Education: 16.9 (M), 15.9 (F)

Social & Media Indicators

Inclusive Internet Index: 46th (Tied)

Social Progress Index: 71st

Corruption Perception Index: 91st (Tied)

Economic Freedom Index: 71st (Moderately Free)

Good Country Index: 59th

Media Freedom Index: 157th

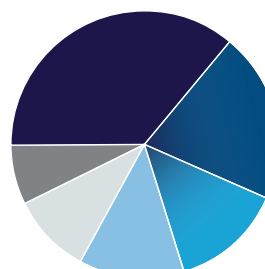
Internet Access/100: 71

Mobile Phone/100: 97

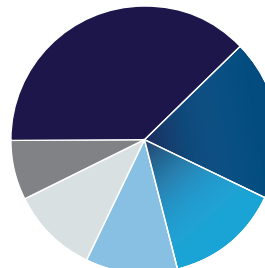
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$3,080,000 | Supplemental \$0

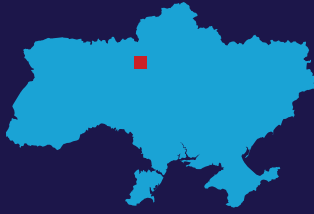
Spending by Theme



Spending by Program



Ukraine



\$12,640,000
PD Spending FY19

43,733,762
Population

3,592
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 579,290
Population: 43,733,762
Below 24 yrs. old: 25.44%
Refugee population: 2,620
Urban population: 69%
GDP/Capita: 3,592
Unemployment: 9.31%
Below Poverty Line: 3.80%
Literacy Rate: 100%
Avg. Years of Education: 14.8 (M), 15.2 (F)

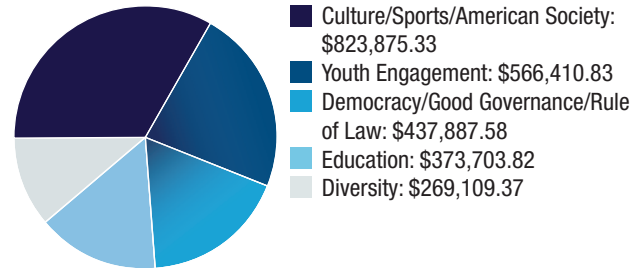
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 80th
Corruption Perception Index: 126th (Tied)
Economic Freedom Index: 134th (Mostly Unfree)
Good Country Index: 76th
Media Freedom Index: 102nd
Internet Access/100: 63
Mobile Phone/100: 128

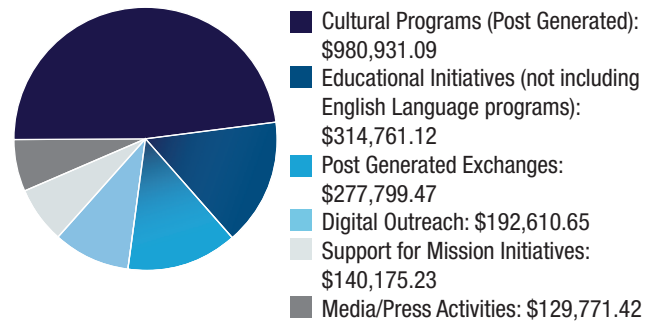
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,540,000 | Supplemental \$10,100,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

United Kingdom



\$2,290,000
PD Spending FY19

67,886,011
Population

\$41,030
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 241,930
Population: 67,886,011
Below 24 yrs. old: 29.12%
Refugee population: 126,720
Urban population: 83%
GDP/Capita: \$41,030
Unemployment: 3.90%
Below Poverty Line: 15%
Literacy Rate: 99%
Avg. Years of Education: 17.1 (M), 18 (F)

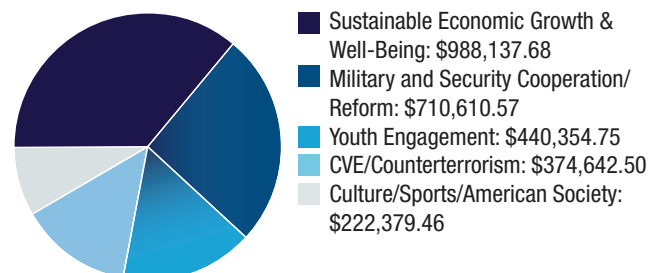
Social & Media Indicators

Inclusive Internet Index: 8th
Social Progress Index: 13th
Corruption Perception Index: 12th (Tied)
Economic Freedom Index: 7th (Mostly Free)
Good Country Index: 15th
Media Freedom Index: 33rd
Internet Access/100: 95
Mobile Phone/100: 118

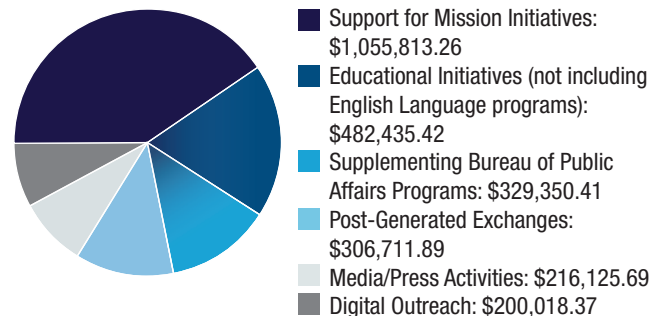
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,290,000 | Supplemental \$0

Spending by Theme



Spending by Program



European Union (EU)



\$972,590
PD Spending FY19

Not Ranked
Population

Not Ranked
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): N/A
Population: Not Ranked
Below 24 yrs. old: Not Ranked
Refugee population: Not Ranked
Urban population: Not Ranked
GDP/Capita: Not Ranked
Unemployment: Not Ranked
Below Poverty Line: Not Ranked
Literacy Rate: N/A
Avg. Years of Education: N/A

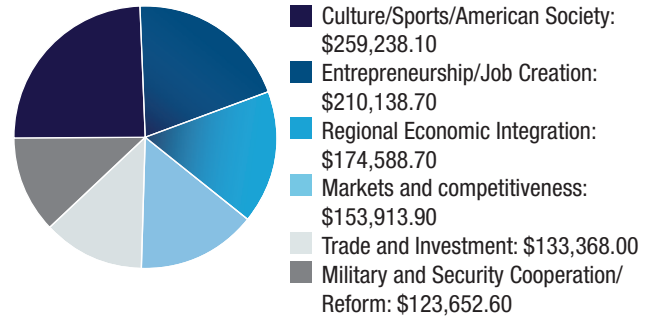
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: N/A
Mobile Phone/100: N/A

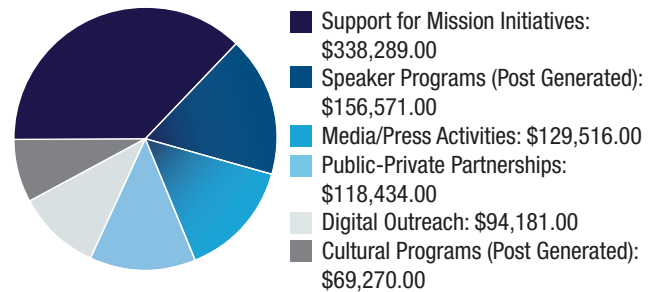
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$972,590 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

North Atlantic Treaty Organization (NATO)



\$891,536
PD Spending FY19

Not Ranked
Population

Not Ranked
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): N/A
Population: Not Ranked
Below 24 yrs. old: Not Ranked
Refugee population: Not Ranked
Urban population: Not Ranked
GDP/Capita: Not Ranked
Unemployment: Not Ranked
Below Poverty Line: Not Ranked
Literacy Rate: N/A
Avg. Years of Education: N/A

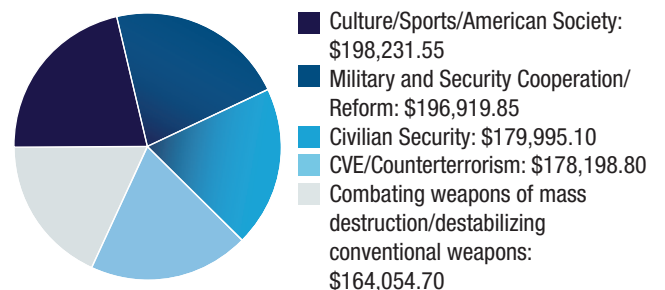
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Access/100: N/A
Mobile Phone/100: N/A

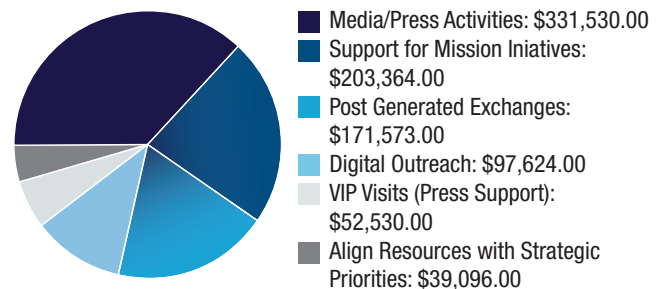
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$891,536 | Supplemental \$0

Spending by Theme



Spending by Program



Organization for Security and Cooperation in Europe (OSCE)

o s c e

\$387,853

PD Spending FY19

Not Ranked

Population

Not Ranked

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): N/A

Population: Not Ranked

Below 24 yrs. old: Not Ranked

Refugee population: Not Ranked

Urban population: Not Ranked

GDP/Capita: Not Ranked

Unemployment: Not Ranked

Below Poverty Line: Not Ranked

Literacy Rate: N/A

Avg. Years of Education: N/A

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: Not Ranked

Good Country Index: Not Ranked

Media Freedom Index: Not Ranked

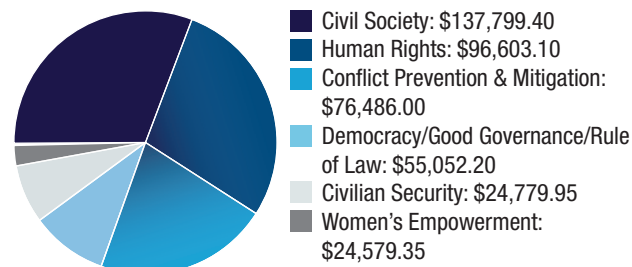
Internet Access/100: N/A

Mobile Phone/100: N/A

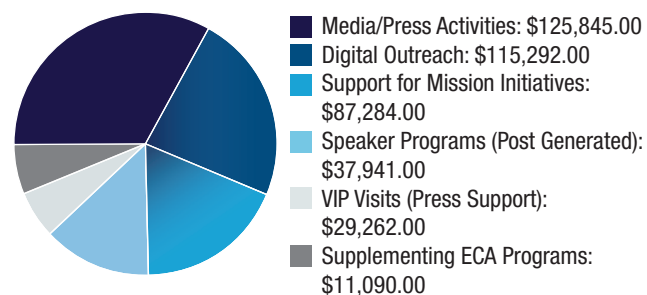
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$387,853 | Supplemental \$0

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

U.S. PUBLIC DIPLOMACY THROUGH INTERNATIONAL ORGANIZATIONS



Eight-time American Paralympian in cycling and alpine skiing Allison Jones commemorates World Intellectual Property Day (April 2019).



BUREAU OF INTERNATIONAL ORGANIZATION AFFAIRS (IO)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
DP (.7)	\$1.74 million	\$1.58 million	\$2.16 million	\$2.13 million	\$2.04 million
American Salaries	\$1.46 million	\$1.44 million	\$1.98 million	\$2.12 million	\$1.84 million
Supplemental	\$179,900	\$0	\$0	\$0	\$0
BBG/USAGM	\$0	\$0	\$0	\$0	\$0
Total	\$3.37 million	\$3.02 million	\$4.14 million	\$4.25 million	\$3.88 million

STRATEGIC OVERVIEW

The Bureau of International Organization Affairs (IO) and its six missions in New York, Geneva, Vienna, Rome, Montreal, and Nairobi play a central role in employing multilateral diplomacy as a tool for advancing U.S. interests through a more effective and efficient UN and multilateral system. In this context, IO promotes the urgent need for meaningful reforms to the UN system in order to reduce costs, improve performance, maximize transparency and accountability, tackle the drivers of budget growth such as staff costs, and minimize increases in U.S. assessed contributions.

The IO bureau and its missions work in concert to advance key U.S. national interests and priorities. IO also uses coordinated multilateral action to address and manage varied and complex challenges to international peace and security. These challenges include conflicts and instability in Syria, Libya, Yemen, and beyond, as well as continued nuclear threats posted by the Democratic People's Republic of Korea, the malign activities of Iran in the Middle East, the resurgence of Chinese influence in international organizations, and the continued humanitarian crisis in Venezuela.

In addition, the IO bureau supports responses to active conflicts, post-conflict environments, threats to global health, violent extremism, and other dangers to international stability as led by the UN Security Council, the International Atomic Energy Agency, and the World Food Program. Other initiatives include peacekeeping and peace-building missions, humanitarian action, and efforts to address threats to airline safety and security through the International Civil Aviation Organization.

The bureau's Office of Public Affairs, Planning, and Coordination (IO/PPC) currently has six staff members based in Washington, D.C., including two Foreign Service and four Civil Service (CS) employees organized into three teams: press, public diplomacy, and congressional outreach. Foreign Service Officers serve as Public Affairs Officers (PAOs) and Deputy PAOs at the U.S. missions to the UN in Geneva, Vienna, Rome, and New York. IO/PPC supports the public diplomacy needs of the U.S. missions to the UN in Montreal and Nairobi, which do not have dedicated

PD officers. Vienna and Rome coordinate closely with their tri-mission counterparts and other relevant missions. At the U.S. Mission to the UN in New York, a mixture of Foreign Service, Civil Service, and politically appointed staff members collectively manage active press and social media operations. The UN New York PAO contributes to messaging efforts and complements them with targeted outreach and events design and support.

U.S. FOREIGN POLICY GOALS

In support of Pillar 1 of the 2017 National Security Strategy (NSS), IO protects the American people by employing the convening power of the UN and other organizations to address challenges to international peace and security. Coordinated multilateral action is crucial to achieve IO's second strategic goal in line with Pillar 2 of the NSS – promote American prosperity and values. Thirdly, IO supports Pillars 3 and 4 of the NSS by improving return on investment by driving reform of the UN and other international organizations. The IO bureau ensures that the United Nations and other international organizations continue to demonstrate relevance grounded in efficiency and accountability, and measured in services delivered, progress accelerated, and lives saved and improved.

These efforts are enhanced by IO/PPC, which communicates with global publics to highlight continuing U.S. leadership on the global stage, rallies international support for urgently needed UN reform, reinforces U.S. calls for increased burden-sharing, and develops and expands engagement on U.S. multilateral priorities through creative public diplomacy programming.

Originally IO's public diplomacy programs focused only on strengthening relationships with the professional staff of the UN and other international organizations. However, the proliferation of global threats and transnational challenges, coupled with the evolution of communication technologies, resulted in a significant expansion of IO PD activities, which continues unabated as new challenges emerge. Of particular concern are Russia and China's malign efforts to move critical institutions away from founding

principles of transparency, accountability, and prosperity for all member nations and leverage the multilateral community to advance self-serving interests inconsistent with the principles and fundamental freedoms enshrined in the UN Charter. IO/PPC addresses these challenges by strategic messaging via traditional and social media, collaboration with the field, and creative public diplomacy programming.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

IO and its missions use public diplomacy activities to highlight U.S. priorities and leadership in multilateral fora and advocate continuously for U.S. objectives through proactive press engagement, side events, educational exchanges, youth engagement programs, and speaker programs. Recognizing that IO faces the perennial challenge of devising effective public diplomacy activities on issues that are inherently global in nature, such as human rights, food security, and American leadership, IO is also pursuing “hybrid” PD programs, joint IO-bilateral programs that leverage IO funding by employing bilateral networks with shared goals. Active use of digital engagement platforms also plays an important role in these efforts, with each IO mission maintaining Facebook, Twitter, Instagram and/or Flickr accounts. IO continually works to assess the impact of these outreach tools and refine targets and messages to advance specific policy goals.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

UNGA: The launch of the annual UN General Assembly (UNGA)—marked by a high-level week featuring the U.S. President and other world leaders—dominates IO’s program calendar. Planning for UNGA activities commences in June and occupies significant IO and New York resources through September. Engagement includes traditional and social media, side events, youth engagement, and exchanges.

Space Camp – Highlighting American Innovation and Leadership in Space: The U.S. Mission to International Organizations in Vienna (UNVIE) developed a program series combining delegate outreach, youth outreach, and science and technology that emphasizes American leadership in space and American support for the UN Office for Outer Space Affairs (UNOOSA). The programming series, which corresponded with the 50th anniversary of the Apollo 11 Mission, will culminate in 2021 when the Mission will send 12 participants from strategically important countries to Space Camp in Huntsville, Alabama.

Demonstrating American Leadership in Science Through “Hybrid” Media Tour: IO’s pilot “hybrid” program effort, a media tour organized by UNVIE with Embassy Dakar, focused on the benefits of the International Atomic Energy Agency’s Peaceful Uses of Nuclear Technology Initiative (largely funded by the United States). The IAEA relies on nuclear technology to sterilize tsetse flies, which carry devastating livestock disease throughout Africa. Using IO resources, journalists from around the world traveled to Senegal to see first-hand the lifesaving impact of this program and report that success back to audiences everywhere via media platforms such as the Washington Post.

POST PROFILES

U.S. Mission to the United Nations in New York (USUN New York)

USUN New York serves as the United States’ delegation to the United Nations headquarters and leads the U.S. government’s participation in the world body. In 1947, the United States Mission was created by an act of Congress to assist the President and the Department of State in conducting United States policy at the United Nations.

USUN New York plays a prominent role in defining and pursuing U.S. foreign policy priorities. The U.S. UN Ambassador’s profile and advocacy on issues—such as international peace and security, UN reform and accountability, and human rights—create valuable public diplomacy opportunities.

Domestic and foreign media follow Security Council deliberations and actions closely, creating an important global platform for U.S. interests and diplomacy. The mission, in partnership with IO/PPC, amplifies those themes as an indication of renewed U.S. leadership designed to ensure that the UN contributes to U.S. national security and to commit the UN to improved performance and effectiveness.

U.S. Mission to the United Nations and Other International Organizations in Geneva (USUN Geneva)

	FY 2016	FY 2017	FY 2018	FY 2019
DP (.7)	\$1.06 million	\$1.06 million	\$1.44 million	\$1.10 million
Supplemental	\$92,800	\$36,500	\$37,000	\$0

USUN Geneva advances U.S. policy within over 100 international organizations and manages U.S. relations with permanent missions representing over 160 different countries. Key partners include the International Committee of the Red Cross, UN High Commissioner on Refugees, the UN Human Rights Council, the World Trade Organization, CERN, the International Telecommunications Union, the World Intellectual Property Organization, the International Organization for Migration, and some of the world's biggest non-governmental groups (NGOs).

Additionally, USUN Geneva supports Ambassador-level senior officials as representatives to the Conference on Disarmament and U.S. Special Representative for Biological and Toxin Weapons and the U.S. Permanent Representative to the World Trade Organization and Deputy U.S. Trade Representative. The mission also hosts U.S. government representatives from the Centers for Disease Control and Prevention (CDC), the Office of the U.S. Trade Representative, the Department of Health and Human Services (HHS), as well as an office of lawyers from the State Department's Office of Legal Affairs (L) to track and to shape evolving international laws and agreements.

USUN Geneva's Public Affairs Section creates programs around priority issues, highlighting U.S. commitment to human rights, gender equality, assistance to refugees, and UN reform. Panel events held on the margins of important meetings and discussions are particularly successful in promoting press coverage and dialogue on policy priorities such as the human rights abuses of the Chinese government against the Uighurs, the importance of protecting intellectual property, and the humanitarian crisis in Venezuela. To reach its widely dispersed audiences, the mission also relies heavily on social media to distribute its messages and content to the world.

U.S. Mission to the United Nations Agencies in Rome (USUN Rome)

	FY 2016	FY 2017	FY 2018	FY 2019
DP (.7)	\$131,300	\$134,800	\$147,500	\$125,000

At the center of international efforts to promote sustainable development and combat world hunger, USUN Rome serves as a vital link between Rome-based international food and agriculture organizations and the U.S. government. As the largest contributor to the UN system worldwide, the United States has a significant stake in ensuring that the organizations are well run and that their activities complement and enhance U.S. national and foreign policy objectives. With staff representing the Departments of State and Agriculture

and the U.S. Agency for International Development (USAID), the mission works to advance UN efforts in the areas of emergency food aid, food safety standards, agriculture, fisheries, forests, and financing for rural development.

U.S. Mission to the International Organizations in Vienna (UNVIE)

	FY 2016	FY 2017	FY 2018	FY 2019
DP (.7)	\$162,700	\$180,500	\$219,200	\$166,000
Supplemental	\$34,700	\$37,100	\$37,100	\$45,000

UNVIE advances the President's commitment to reduce global threats while creating opportunities for international cooperation in the peaceful use of nuclear and other advanced technologies. UNVIE also monitors the use of more than \$200 million in U.S. contributions to international organizations in Vienna. UNVIE's staff includes representatives from the Department of State, the Department of Energy, Brookhaven National Laboratory, and the Nuclear Regulatory Commission. UNVIE receives over 1,000 U.S. government and national laboratory visitors per year, from Cabinet members to working-level colleagues who participate in the work of Vienna-based international organizations or consult with UNVIE staff. UNVIE supports over 100 major policy meetings annually ranging in length from one day to two weeks.

In support of UNVIE's mission, the Public Affairs Section creates programs highlighting the U.S. commitment to combating crime and corruption and championing gender equality and space exploration. Because the mission's audiences are geographically dispersed, UNVIE regularly reaches beyond international missions in Vienna to engage influential publics in their home countries, often partnering with bilateral missions to convey U.S. policy on issues ranging from outer space to peaceful uses of nuclear technology.

U.S. Mission to the International Civil Aviation Organization in Montreal (ICAO)

Created in 1944, the International Civil Aviation Organization (ICAO) promotes the safe and orderly development of civil aviation around the world. ICAO sets standards and regulations necessary for aviation safety, security, efficiency, and regularity, as well as for aviation environmental protection. Headquartered in Montreal, the organization has regional and sub-regional offices spread around the world, including in Bangkok, Dakar, Lima, Mexico City, and Paris.

The U.S. Mission to the ICAO focuses on improving the safety, security, and sustainability of civil aviation through the establishment of internationally applicable standards in key civil aviation sectors. Chief among these efforts is helping developing countries to improve their national civil aviation systems and thus to meet international standards. The U.S. actively promotes continued reform at the ICAO to ensure whistleblower protection, efficient use of resources, and a renewed focus on key security standards. As there is no public diplomacy officer at this Mission, all public diplomacy initiatives are staffed by IO/PPC in Washington.

U.S. Mission to the United Nations in Nairobi (USUN Nairobi)

USUN Nairobi supports the U.S. representatives to the United States Permanent Mission to the UN Environment Program (UNEP) and UN Human Settlements Program (UN-HABITAT), both Nairobi-based organizations. The mission works cooperatively to advance environmental protections while reducing poverty and promoting sustainable economic growth,

as well as to find sustainable solutions to the phenomenon of rapid urbanization. USUN Nairobi carries out this work through participation in the Committees of Permanent Representatives of UNEP and HABITAT, through informal consultations, and by serving as a link between these two Nairobi-based UN programs and the various parts of the U.S. government that engage with them. As there is no public diplomacy officer at this Mission, all public diplomacy initiatives are staffed by IO/PPC in Washington.

SPOTLIGHT:

INTELLECTUAL PROPERTY: MAKING SPORTS INCLUSIVE THROUGH INNOVATION AND TECHNOLOGY



2019 “Reach for Gold” Exhibit

Each year U.S. Mission Geneva, together with the World Intellectual Property Organization (WIPO) and the U.S. Patent and Trademark Office (USPTO), hosts an event to commemorate World IP Day, highlighting American support and leadership for international IP protections through a strong WIPO. Putting a spin on the 2019 theme, “Reach for Gold,” Geneva showcased how IP has paved the way for innovations that enable athletes with disabilities to participate in sports and compete at the highest levels.

With photos provided by the International Paralympic Committee, Mission Geneva hosted a photo exhibit featuring Paralympic athletes using adaptive technologies in competition. The exhibit also showcased sample patent application drawings

of devices that have changed the landscape for athletes with impairments. Videos running on a loop showed athletes competing at the Paralympics and “the future of sports,” where everyone can participate, as envisioned by Japan’s Superhuman Sports Society (S3).

A panel discussion featuring eight-time American Paralympian in cycling and alpine skiing Allison Jones anchored the event. Jones recounted how she and her father designed an adaptive device that enabled her to compete, and how the sophistication of her prosthetic devices evolved over time. As an engineer who designs adaptive technologies for other top athletes, she discussed the importance of IP in driving that innovation.

U.S. PUBLIC DIPLOMACY IN NEAR EAST ASIA



A Space Camp program participant challenges herself in a simulated Mars mission, hosted by U.S. Mission Morocco (2019).



BUREAU OF NEAR EASTERN AFFAIRS (NEA)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$31.45 million	\$33.39 million	\$37.10 million	\$34.72 million	\$54.99 million
American Salaries	\$15.34 million	\$14.65 million	\$20.30 million	\$21.89 million	\$20.44 million
Supplemental	\$17.97 million	\$16.91 million	\$21.93 million	\$27.73 million	\$27.75 million
BBG/USAGM	\$90.33 million	\$93.12 million	\$92.50 million	\$79.46 million	\$90.40 million
Total	\$155.09 million	\$158.07 million	\$171.83 million	\$163.80 million	\$193.58 million

STRATEGIC OVERVIEW

The Bureau of Near Eastern Affairs (NEA) strategically employs the full range of PD programs to address the significant national security challenges facing the United States in the Middle East and North Africa. PD officers in the field, in collaboration with their embassy and D.C.-based colleagues, safeguard American interests and values in the region by engaging audiences across the political, economic, and regional spectrum, identifying and strengthening ties with future leaders, and developing networks around mutual interests.

Young people between the ages of 15 and 29 make up more than 28 percent of the region's population, but job opportunities for this demographic are scarce. This dynamic makes U.S. exchange and study opportunities particularly attractive to young people—especially programs focused on educational opportunity, economic growth, English-language learning, and entrepreneurial skills. As evidence, the 2018 Open Doors report indicates that more than 81,000 students from the region studied in the United States during the 2018-2019 academic year.

PD officers at U.S. missions abroad work extensively—in Arabic, Hebrew, French, Persian, Kurdish, and English—with traditional media and social media platforms to present an accurate account of U.S. foreign policy and underscore shared values of peace, security, and prosperity. Through media and targeted education and outreach programs, PD officers also provide an alternative message of hope and opportunity to people vulnerable to radicalization.

NEA's PD efforts face serious challenges, namely suspicion of U.S. intentions, high-threat and high-risk security environments, and weakened civil society. Opinion polling in nearly every NEA country reveals a deep mistrust of some aspects of U.S. policies, but relatively high regard for American society and values, particularly with respect to American culture, higher education, entrepreneurship, healthcare, and aspirations for rights and freedoms. Chronic instability and war have made public diplomacy work in Iran, Libya, Syria, and Yemen extremely challenging. Nevertheless, regular PD engagement continues for audiences from those countries. The coronavirus/COVID-19 crisis has negatively affected in-person PD programming and

has resulted in the temporary suspension of all exchange programs in the region for a significant time period. Recovering from these programmatic halts will take time, with significant hurdles anticipated in re-starting some of them. However, while COVID-19 has created unique challenges and difficulties for PD efforts, it has also spurred creative uses of virtual or online programming during the pandemic.

The largest PD programs in FY 2019 were in Embassy Baghdad (\$15.3 million), Embassy Jerusalem – Embassy Branch Office Tel Aviv (\$4.667 million), Embassy Jerusalem – Palestinian Affairs Unit (\$3.712 million), Embassy Cairo (\$3.33 million), and Embassy Riyadh (\$2.66 million). Congress funded activities in Iraq through the separate Overseas Contingency Operation supplemental appropriation that in 2020 was converted to enduring funding. Overseas, there are approximately 107 American Direct Hire PD positions and approximately 240 local staff positions at 23 Public Affairs Sections at embassies and consulates in the region. Domestically in Washington, there are 23 Foreign Service, Civil Service and contract staff in the Office of Press and Public Diplomacy in the Bureau of Near Eastern Affairs (NEA/PPD).

U.S. FOREIGN POLICY GOALS

Long-festering issues of political legitimacy, a lack of effective democratic institutions, economic stagnation, and sectarian differences have led to violent insurgencies, conflict, and instability in the region. U.S. policy priorities in the region are to:

- Highlight America's role as a force for good in the Middle East;
- Work with international allies and regional partners to isolate the Iranian regime, support Iranians seeking change, neutralize Iranian threats, and roll back Iranian influence;
- Work with partners to counter state disinformation and malign influence stemming from China, Russia and Iran;
- Counter threats to the United States and regional security from violent extremist groups, especially the Islamic State of Iraq and Syria (ISIS), and Al Qaeda;

- Promote U.S. commercial engagement and trade and support private sector-led economic growth and American and local job creation to address the region's persistent high unemployment, providing young people in the region with opportunities for the future;
- Support reforms across the Middle East and North Africa that enhance the rule of law, protections for human dignity and rights, supporting religious freedom, the professionalization of military and security services, and an open and free media;
- Strengthen civil society and nascent civil society groups and encourage governments to allow them to operate independent of government influence; and
- Advance the vision for Middle East peace while ensuring the long-term security of Israel.

Many countries in the region suffer from violence and unrest. In Yemen, the United States remains firmly committed to supporting UN-led efforts to negotiate a lasting political solution to the conflict. In Libya, the United States advocates for a return to the UN-mediated political process and an immediate halt to the fighting. U.S. assistance to Libya supports stabilization, economic development, and governance programs in Libya. In Syria, the United States seeks the enduring defeat of ISIS, including supporting stabilization and humanitarian efforts in liberated areas, a political solution to the conflict that will end the regime's violence directed at its own citizens, and the removal of Iranian-led forces from the country. The United States asserts that a negotiated, UN-led political resolution to the Syria conflict within the framework of UNSCR 2254 is the only legitimate means to achieve a lasting peace in Syria, which would, by extension, marginalize extremists and enable the safe, voluntary, and dignified return of refugees. In support of that outcome, U.S. policy is to enforce economic and diplomatic pressure on the Assad regime; mitigate human suffering through the provision of humanitarian aid; promote accountability for the Syrian people; counter Iran's and Russia's destabilizing activities in Syria; and lead the international effort to eliminate Syria's declared arsenal of weapons of mass destruction and expose the Assad regime's use of chemical weapons against the Syrian people.

Despite ongoing challenges, success stories have emerged, to include Tunisia's democratic transition, Morocco's relatively stable path to reform, and Jordan's economic and political progress even while hosting a large number of displaced Syrians and maintaining a front line in the fight against ISIS. Israel remains the United States' closest regional ally and exemplifies how a pluralistic democracy can succeed amidst ongoing threats to its security.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

All NEA bureau and post PD efforts directly support the National Security Strategy, the Department's Public Diplomacy Strategic Plan, and bureau and post strategic priorities. These include:

- Promote forward-leaning programming on America as a force for good and articulate U.S. foreign policy objectives clearly and persuasively;
- Counter Chinese, Iranian, and Russian malign influence and that of non-state actors, including countering violent extremist ideology and undertaking CVE efforts;
- Promote American society and values in education, good

governance, rights and freedoms, and professional skills development;

- Seek to increase commerce, trade, investment, and American jobs;
- Leverage and highlight American economic, development, humanitarian, and security assistance, as well as cultural heritage preservation efforts; and
- Build on areas of shared values to strengthen people-to-people ties with alumni and other networks linking the region's peoples with the United States and the American people.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Algeria – Entrepreneurship Television Program: U.S. Embassy Algiers produced a reality television show entitled “Andi Hulm” (“I Have a Dream”) to promote entrepreneurship and private sector growth. The 10-episode series, which highlighted U.S. businesses operating in Algeria, ran on Algeria's most-watched channel. The show landed with a splash, garnering positive press reviews and generating social media buzz. Viewers appreciated the novelty of the show – never before had Algerians seen an American-style elimination reality television show focused on entrepreneurship and business acumen. Public responses highlighted how the show flipped the usual “top-down” Algerian script by focusing on the power of the individual to drive positive change. A number of the show's participants have gone on to lead successful ventures, to include the production of a series of educational children's books and the creation of a platform for virtual medical consultations.

Egypt – Austin, Texas-Egypt (ATX-EGY) Entrepreneurship Program: The ATX-EGY program, co-managed by U.S. Embassy Cairo and the City of Austin, Texas, provided mentoring, networking, and global partnership opportunities between entrepreneurship and creative economy ecosystems. Activities included the following: 1) a Start-Up Bootcamp led by Austin venture capitalists and entrepreneurs in Cairo; 2) a networking exchange trip to Austin for ten Egyptian boot camp finalists; and 3) travel to Cairo for the RiseUp 2019 Summit, the largest gathering of entrepreneurs in the Middle East, for ten Austin technology, fashion, and artistic delegates. Several joint ventures resulted. Two Austin-based start-up incubators, Tech Ranch and Capital Factory, partnered with Egypt's Flat6Labs to create a venture accelerator program. The head of the Austin-based fashion label, League of Rebels, secured a deal with the Mall of Egypt to sell merchandise in Egypt. Finally, the Egyptian eco-design fashion brand, Up-fuse, attended the film, media, and music festival South-by-Southwest to identify potential American business partners.

Lebanon – Maharat Fact-o-Meter: PAS Beirut's “Maharat Fact-o-Meter” seeks to counter disinformation by malign actors, raise public awareness on issues of accountability and corruption, and strengthen factual, evidence-based journalism in Lebanon. The Maharat Fact-o-Meter monitors news programs and fact-checks statements and claims from public officials and institutions. It also rates the accuracy of these claims by using a methodology developed by the International Fact Checkers Network. The results will be used to compile articles for the news website and populate the Fact-o-Meter database, which is accessible to the press and the public. In addition, the Maharat Fact-o-Meter team will answer requests for information, investigate community

complaints, and advocate for increased public access to information, thereby undercutting sources of disinformation.

Syrian Refugee Audiences in the Region – Jordan’s National Center for Culture and Arts (NCCA): Jordan’s National Center for Culture and Arts uses interactive theater to raise awareness of and strengthen resistance to violent extremist recruitment among Syrian refugees. A series of USG-funded workshops for over 800 Syrian youth in the Zaatari and Azraq refugee camps offer theater-based techniques and psychosocial awareness training to develop self-confidence, empathy, critical thinking, creativity, communication, and interactive skills. Workshop participants then offer performances focusing on themes of civic engagement and social inclusion.

Regional – Sawab Center for Countering Violent Extremist Messaging: Launched in 2015, the Abu Dhabi-based Sawab Center is a joint UAE-U.S. social media messaging center and digital content creation hub. It is designed to combat the online presence of ISIS and other terrorist groups, while

offering positive messages of hope, tolerance, and peaceful coexistence. Currently messaging through dedicated Arabic, English, and French platforms, Emirati and American diplomats work side-by-side with top creative talent, and collaborate with like-minded public and private-sector entities. In July 2020, the Sawab Center celebrated five years of exposing ISIS and other violent extremists’ lies with its premier hash tag #UnitedAgainstExtremism. The Sawab Center has nearly 8 million followers on its social media accounts from around the globe.

Saudi Arabia – Middle East Media Initiative (MEMI): The Middle East Media Initiative, an exchange program that focuses on television scriptwriting and production, links emerging media leaders in the Middle East and North Africa with Hollywood counterparts. Recent alumni have produced and aired a popular Ramadan series, some of which have been picked up by Netflix for production. MEMI brings the American television industry and business models to the expanding media environment in the region and meets the local need for values-based programming with distinctly American content.

SPOTLIGHT: MOONSHOT MOROCCO

Embassy Rabat’s “Moonshot Morocco” campaign leveraged the 50th anniversary of the Apollo 11 lunar landing to promote the United States as a leader and partner for Morocco in science and technology, a driver of economic opportunity, and an advocate for the futures of Moroccan youth, particularly through STEM fields. Moonshot Morocco included over 50 events in 24 Moroccan cities, engaging 15,000 Moroccans in-person and hundreds of thousands more through social media engagement. The campaign’s activities – American speaker programs, a girls’ coding program, a Space Camp exchange, and a large-scale youth festival – were united under the common Moonshot Morocco brand, using elements associated with the historic “moonshot” – innovation, risk-taking, leadership, and teamwork.

The campaign’s launch event – featuring a NASA astronaut – was just the start of programming that showcased American advances in STEM while inspiring Moroccan youth to pursue these key educational fields. Moonshot Morocco-themed sleepaway camps gave high school students from across the country the opportunity to pursue intensive science, technology, entrepreneurship, and leadership activities. On the anniversary of the actual moon landing, the Embassy’s “Space Day” offered students talks on the future of space exploration, visits to a mobile planetarium, and the chance to assemble miniature Mars Rover robots under the tutelage of a NASA engineer.

Reflecting Apollo 11’s risk-taking spirit, the Moonshot Morocco campaign also promoted entrepreneurship as a way to meet the economic aspirations of Moroccan youth. A series of three “Moonshot Morocco Tech Camps” connected budding entrepreneurs with trainers and mentors who helped them develop innovative project ideas in the fields of ecotourism, green industry, and agriculture.



A member of the winning team in Mission Morocco’s Space Day robotics competition

NEA POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

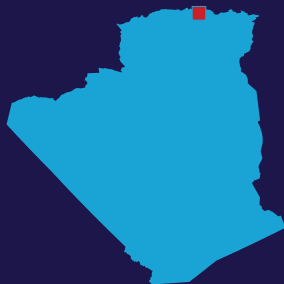
	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Iraq	\$10.91 million	\$1.65 million	\$10.38 million	\$2.72 million	\$15.31 million	\$2.3 million	\$15.31 million	1.56 million
2	Israel	\$4.23 million	\$469,849	\$5.03 million	N/A	\$4.94 million	\$463,884	\$4.37 million	\$463,884
3	Egypt	\$3.03 million	\$258,450	\$3.29 million	N/A	\$4.01 million	\$1.4 million	\$3.10 million	\$1.40 million
4	Palestinian Territories	\$3.94 million	\$89,928	\$4.02 million	\$611,060	\$3.58 million	\$131,326	\$3.46 million	\$131,326
5	Saudi Arabia	\$2.51 million	\$56,077	\$3.24 million	\$14,731	\$2.91 million	\$116,614	\$2.45 million	\$116,614
6	Morocco	\$2.27 million	\$157,781	\$2.65 million	\$164,514	\$2.87 million	\$287,514	\$2.16 million	\$287,514
7	United Arab Emirates	\$1.76 million	\$548,474	\$1.99 million	\$53,592	\$2.30 million	\$569,536	\$1.64 million	\$569,536
8	Jordan	\$2.07 million	\$1.15 million	\$2.08 million	\$537,555	\$2.38 million	\$517,046	\$1.27 million	\$517,046
9	Qatar	\$1.19 million	\$112,214	\$1.20 million	\$91,770	\$1.18 million	\$89,463	\$1.27 million	\$89,463
10	Lebanon	\$1.97 million	\$656,391	\$2.27 million	\$114,000	\$1.17 million	\$11,257	\$1.29 million	\$11,257
11	Yemen	\$576,157	\$14,520	\$791,570	N/A	\$1.01 million	N/A	\$1.08 million	N/A
12	Bahrain	\$866,557	\$31,225	\$897,131	\$16,300	\$884,483	\$32,669	\$952,745	\$32,669
13	Tunisia	\$1.99 million	\$196,125	\$1.06 million	\$86,170	\$1.44 million	\$110,408	\$870,000	\$110,408
14	Kuwait	\$779,047	\$76,391	\$763,095	\$51,703	\$853,835	\$45,463	\$921,410	\$45,463
15	Algeria	\$1.40 million	\$19,650	\$1.41 million	\$41,282	\$1.30 million	\$147,671	\$732,520	\$147,671
16	Oman	\$534,028	\$112,225	\$566,747	\$62,632	\$583,305	\$45,083	\$609,402	\$45,083
17	Libya	\$567,146	\$106,473	\$698,214	N/A	\$672,885	\$27,065	\$584,093	N/A
18	Syria	\$281,782	\$95,553	\$292,889	N/A	\$429,076	\$8,574	N/A	N/A

Country Profiles

U.S. Public Diplomacy in Near East Asia



Algeria



\$880,191
PD Spending FY19

43,851,044
Population

\$3,980
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,381,740
Population: 43,851,044
Below 24 yrs. old: 42.51%
Refugee population: 94,350
Urban population: 73%
GDP/Capita: \$3,980
Unemployment: 11.70%
Below Poverty Line: 25%
Literacy Rate: 81%
Avg. Years of Education: 14.5 (M), 14.9 (F)

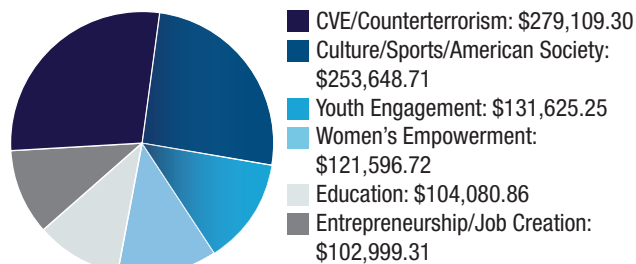
Social & Media Indicators

Inclusive Internet Index: 74th
Social Progress Index: 79th
Corruption Perception Index: 106th (Tied)
Economic Freedom Index: 169th (Repressed)
Good Country Index: 132nd
Media Freedom Index: 141st
Internet Access/100: 49
Mobile Phone/100: 112

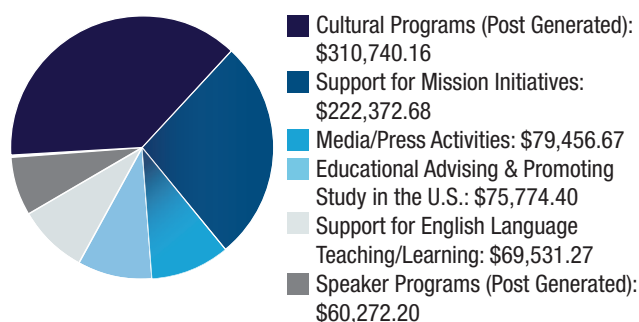
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$732,520 | Supplemental \$147,671

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Bahrain



\$985,414
PD Spending FY19

1,701,575
Population

\$25,273
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 778
Population: 1,701,575
Below 24 yrs. old: 33.61%
Refugee population: 263
Urban population: 89%
GDP/Capita: \$25,273
Unemployment: 0.97%
Below Poverty Line: NA
Literacy Rate: 98%
Avg. Years of Education: 14.7 (M), 16.1 (F)

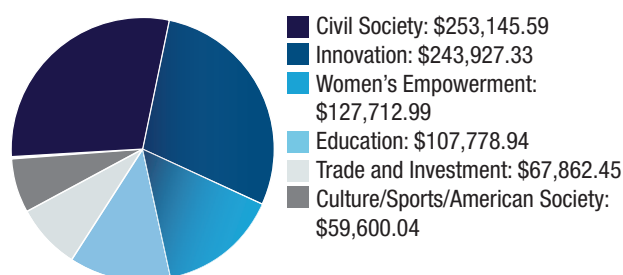
Social & Media Indicators

Inclusive Internet Index: 41 (Tied)
Social Progress Index: Not Ranked
Corruption Perception Index: 77th (Tied)
Economic Freedom Index: 63rd (Moderately Free)
Good Country Index: 126th
Media Freedom Index: 167th
Internet Access/100: 99
Mobile Phone/100: 133

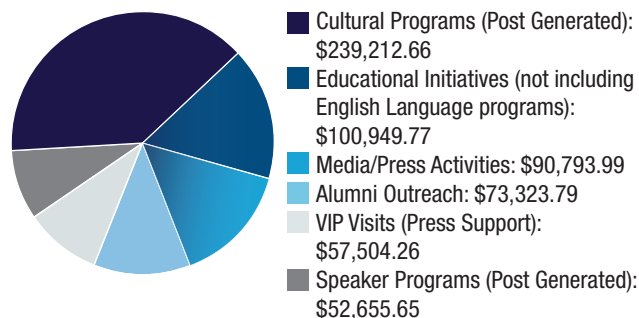
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$952,745 | Supplemental \$32,669

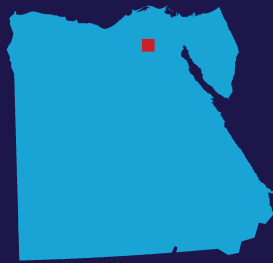
Spending by Theme



Spending by Program



Egypt



\$4,500,000
PD Spending FY19

102,334,404
Population

\$3,046
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 995,450
Population: 102,334,404
Below 24 yrs. old: 51.63%
Refugee population: 246,749
Urban population: 43%
GDP/Capita: \$3,046
Unemployment: 10.76%
Below Poverty Line: 32.50%
Literacy Rate: 71% (2017)
Avg. Years of Education: 13.1 (M), 13.1 (F)

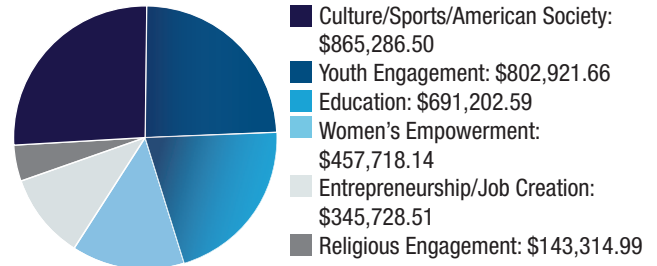
Social & Media Indicators

Inclusive Internet Index: 65th
Social Progress Index: 96th
Corruption Perception Index: 106th (Tied)
Economic Freedom Index: 142nd (Mostly Unfree)
Good Country Index: 92nd
Media Freedom Index: 163rd
Internet Access/100: 47
Mobile Phone/100: 95

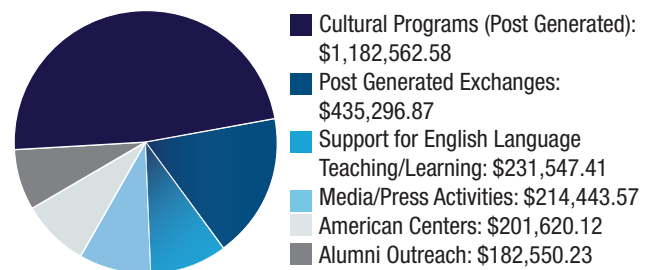
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$3,100,000 | Supplemental \$1,400,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Iraq



\$16,870,000
PD Spending FY19

40,222,493
Population

\$5,738
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 434,128
Population: 40,222,493
Below 24 yrs. old: 56.85%
Refugee population: 283,022
Urban population: 70%
GDP/Capita: \$5,738
Unemployment: 7.91%
Below Poverty Line: 25%
Literacy Rate: 86% (2017)
Avg. Years of Education: 12.1 (M), 10.2 (F)

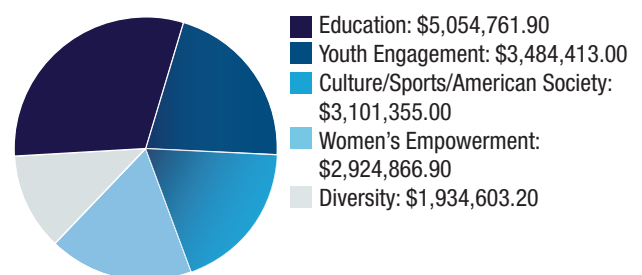
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 162nd (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: 153rd
Media Freedom Index: 156th
Internet Access/100: 75
Mobile Phone/100: 95

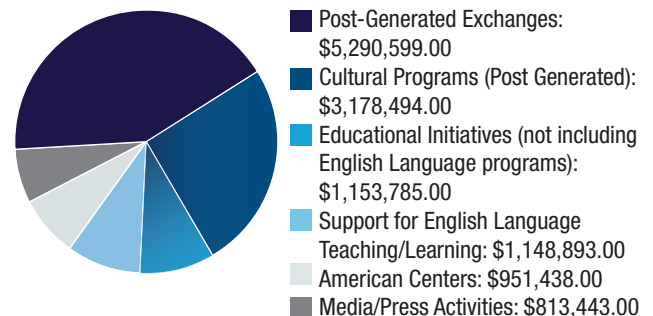
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$15,310,000 | Supplemental \$1,560,000

Spending by Theme



Spending by Program



Israel



\$4,833,884
PD Spending FY19

8,655,535
Population

\$42,823
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 21,640
Population: 8,655,535
Below 24 yrs. old: 42.43%
Refugee population: 18,569
Urban population: 92%
GDP/Capita: \$42,823
Unemployment: 3.40%
Below Poverty Line: 21%
Literacy Rate: 99%
Avg. Years of Education: 15.4 (M), 16.6 (F)

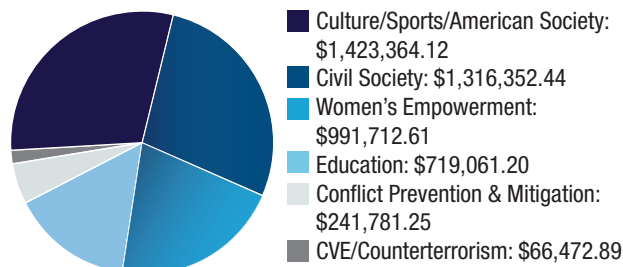
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 31st
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 26th (Mostly Free)
Good Country Index: 53rd
Media Freedom Index: 88th
Internet Access/100: 84
Mobile Phone/100: 128

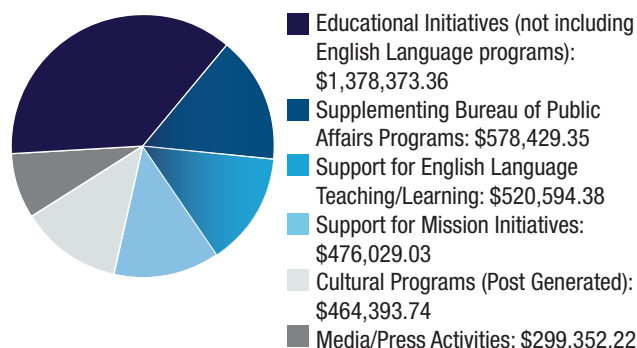
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$4,370,000 | Supplemental \$463,884

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Jordan



\$1,787,046
PD Spending FY19

10,203,134
Population

\$4,386
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 88,780
Population: 10,203,134
Below 24 yrs. old: 52.82%
Refugee population: 2,950,529
Urban population: 91%
GDP/Capita: \$4,386
Unemployment: 14.95%
Below Poverty Line: 15.70%
Literacy Rate: 98%
Avg. Years of Education: 11.6 (M), 12.1 (F)

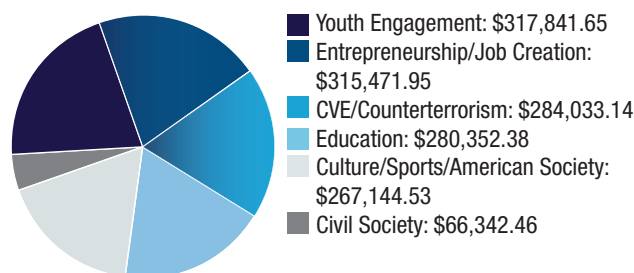
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 63rd
Corruption Perception Index: 60th (Tied)
Economic Freedom Index: 66th (Moderately Free)
Good Country Index: 90th
Media Freedom Index: 130th
Internet Access/100: 67 (2017)
Mobile Phone/100: 88

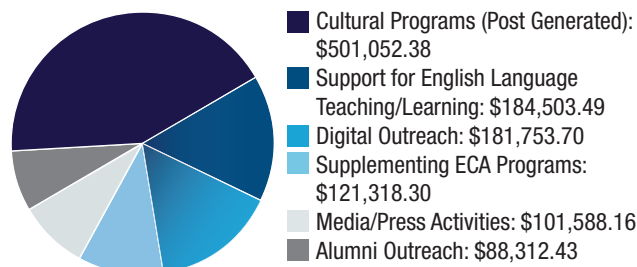
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,270,000 | Supplemental \$517,046

Spending by Theme



Spending by Program



Kuwait



\$966,873

PD Spending FY19

4,270,571

Population

\$29,266

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 17,820

Population: 4,270,571

Below 24 yrs. old: 39.25%

Refugee population: 673

Urban population: 100%

GDP/Capita: \$29,266

Unemployment: 2.17%

Below Poverty Line: N/A

Literacy Rate: 97%

Avg. Years of Education: 12.9 (M), 14.3 (F)

Social & Media Indicators

Inclusive Internet Index: 24th (Tied)

Social Progress Index: Not Ranked

Corruption Perception Index: 85th (Tied)

Economic Freedom Index: 79th (Moderately Free)

Good Country Index: 67th

Media Freedom Index: 108th

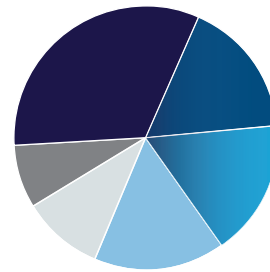
Internet Access/100: 100

Mobile Phone/100: 172

Public Diplomacy Spending

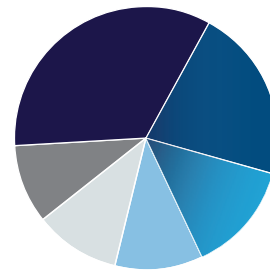
Total FY 2019 | DP (.7) \$921,410 | Supplemental \$45,463

Spending by Theme



Youth Engagement: \$326,296.95
Education: \$167,316.83
CVE/Counterterrorism: \$166,617.01
Entrepreneurship/Job Creation: \$162,902.05
Human Rights: \$97,218.08
Intellectual Property Rights (IPR)/anti-Piracy: \$77,617.07

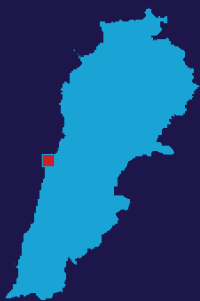
Spending by Program



Media/Press Activities: \$232,643.44
Support for Mission Initiatives: \$146,709.40
Support for English Language Teaching/Learning: \$92,720.09
Cultural Programs (Post Generated): \$75,398.80
Educational Advising & Promoting Study in the U.S.: \$71,693.33
Supplementing ECA Programs: \$65,600.99

Map Key: ■ Embassy ▲ Consulate

Lebanon



\$1,301,257

PD Spending FY19

6,825,445

Population

\$9,654

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 10,230

Population: 6,825,445

Below 24 yrs. old: 35.73%

Refugee population: 1,424,592

Urban population: 89%

GDP/Capita: \$9,654

Unemployment: 6.20%

Below Poverty Line: 22%

Literacy Rate: 95%

Avg. Years of Education: 11.6 (M), 11.4 (F)

Social & Media Indicators

Inclusive Internet Index: 60th (Tied)

Social Progress Index: 87th

Corruption Perception Index: 137th (Tied)

Economic Freedom Index: 157th (Mostly Unfree)

Good Country Index: 82nd

Media Freedom Index: 101st

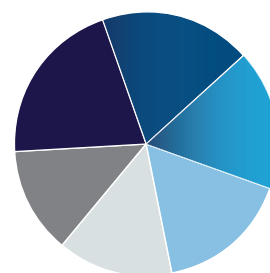
Internet Access/100: 78 (2017)

Mobile Phone/100: 64

Public Diplomacy Spending

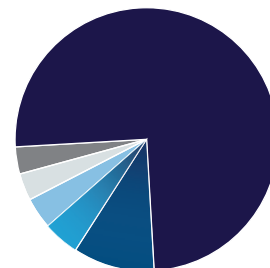
Total FY 2019 | DP (.7) \$1,290,000 | Supplemental \$11,257

Spending by Theme



Youth Engagement: \$304,841.97
Education: \$278,954.77
Women's Empowerment: \$252,924.11
Culture/Sports/American Society: \$243,712.60
CVE/Counterterrorism: \$211,071.01
Muslim Engagement: \$190,332.94

Spending by Program



Support for Mission Initiatives: \$1,005,350.45
Supplementing Bureau of Public Affairs Programs: \$136,652.57
Educational Initiatives (not including English Language programs): \$57,531.97
Cultural Programs (Post Generated): \$52,353.46
Media/Press Activities: \$45,968.67
Support for English Language Teaching/Learning: \$41,906.58

Libya

U.S. Embassy Tripoli
temporarily located in
Tunis, Tunisia



\$584,093

PD Spending FY19

6,871,292

Population

\$5,019

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,759,540

Population: 6,871,292

Below 24 yrs. old: 48.86%

Refugee population: 8,794

Urban population: 80%

GDP/Capita: \$5,019

Unemployment: ~20%

Below Poverty Line: 40%

Literacy Rate: 86.10%

Avg. Years of Education: 12.6 (M), 13 (F)

Social & Media Indicators

Inclusive Internet Index: Not ranked

Social Progress Index: Not ranked

Corruption Perception Index: 168th (Tied)

Economic Freedom Index: Not ranked

Good Country Index: 152nd

Media Freedom Index: 162nd

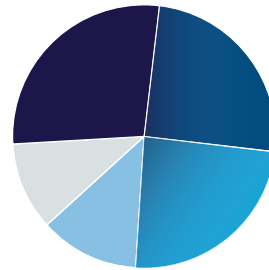
Internet Access/100: 22 (2017)

Mobile Phone/100: 91 (2017)

Public Diplomacy Spending

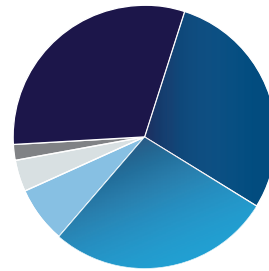
Total FY 2019 | DP (.7) \$584,093 | Supplemental N/A

Spending by Theme



Science & Technology: \$136,904.72
Youth Engagement: \$122,362.05
Education: \$118,119.66
Innovation: \$60,233.72
Entrepreneurship/Job Creation: \$52,743.84

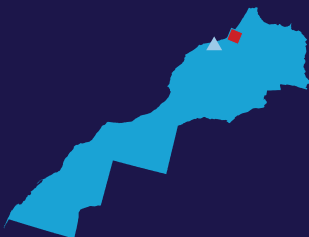
Spending by Program



Post-Generated Exchanges: \$143,457.84
Support for English Language Teaching/Learning: \$133,740.14
Cultural Programs (Post Generated): \$127,134.57
Digital Outreach: \$31,187.99
Alumni Outreach: \$18,220.81
Educational Advising & Promoting Study in the U.S.: \$8,548.82

Map Key: ■ Embassy ▲ Consulate

Morocco



\$2,447,514

PD Spending FY19

36,910,560

Population

\$3,345

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 446,300

Population: 36,910,560

Below 24 yrs. old: 43.59%

Refugee population: 5,940

Urban population: 62%

GDP/Capita: \$3,345

Unemployment: 9.03%

Below Poverty Line: 7.70%

Literacy Rate: 78%

Avg. Years of Education: 13.6 (M), 12.6 (F)

Social & Media Indicators

Inclusive Internet Index: 59th

Social Progress Index: 82nd

Corruption Perception Index: 80th (Tied)

Economic Freedom Index: 78th (Moderately Free)

Good Country Index: 77th

Media Freedom Index: 135th

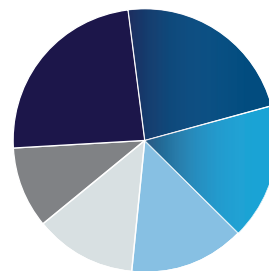
Internet Access/100: 65

Mobile Phone/100: 124

Public Diplomacy Spending

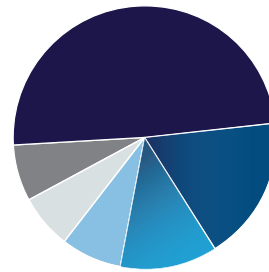
Total FY 2019 | DP (.7) \$2,160,000 | Supplemental \$287,514

Spending by Theme



Civil Society: \$607,304.36
Culture/Sports/American Society: \$573,198.03
Entrepreneurship/Job Creation: \$417,965.24
Youth Engagement: \$360,033.43
Education: \$314,681.26
Women's Empowerment: \$246,712.77

Spending by Program



Cultural Programs (Post Generated): \$896,356.09
Support for Mission Initiatives: \$323,135.79
Media/Press Activities: \$216,269.28
Support for English Language Teaching/Learning: \$134,693.59
Alumni Outreach: \$123,327.44
Audience Research/Public Opinion Polling: \$121,235.67

Oman



\$654,485

PD Spending FY19

5,106,626

Population

\$17,791

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 309,500

Population: 5,106,626

Below 24 yrs. old: 47.50%

Refugee population: 308

Urban population: 85%

GDP/Capita: \$17,791

Unemployment: 3.30%

Below Poverty Line: N/A

Literacy Rate: 96%

Avg. Years of Education: 14.1 (M), 15.5 (F)

Social & Media Indicators

Inclusive Internet Index: 44th (Tied)

Social Progress Index: 66th

Corruption Perception Index: 56th (Tied)

Economic Freedom Index: 75th (Moderately Free)

Good Country Index: 86th

Media Freedom Index: 132nd

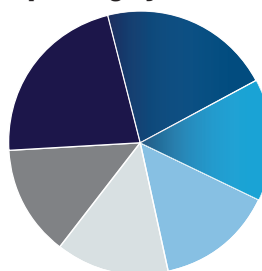
Internet Access/100: 80 (2017)

Mobile Phone/100: 133

Public Diplomacy Spending

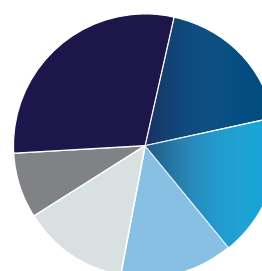
Total FY 2019 | DP (.7) \$609,402 | Supplemental \$45,083

Spending by Theme



Education: \$127,948.73
Womens Empowerment: \$121,416.95
Youth Engagement: \$85,787.12
Entrepreneurship/Job Creation: \$83,291.02
Sustainable Economic Growth & Well-Being: \$80,969.18
Culture/Sports/American Society: \$77,459.90

Spending by Program



Support for Mission Initiatives: \$137,341.37
Cultural Programs (Post Generated): \$84,563.55
Speaker Programs (Post Generated): \$80,205.14
Educational Initiatives (not including English Language programs): \$64,458.51
Supplementing ECA Programs: \$61,568.97
Public-Private Partnerships: \$36,519.00

Map Key: ■ Embassy ▲ Consulate

Palestinian Territories



\$3,591,326

PD Spending FY19

5,052,000

Population

\$3,199

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 6,220

Population: 5,052,000

Below 24 yrs. old: 57.90%

Refugee population: 2,267,747

Urban population: 76.70%

GDP/Capita: \$3,199

Unemployment: 45.1% (Gaza), 27.9% (West Bank)

Below Poverty Line: 25.8% (17.8% West Bank; 38.8% Gaza)

Literacy Rate: 96.30%

Avg. Years of Education: 12 (M), 13.7 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: Not Ranked

Good Country Index: Not Ranked

Media Freedom Index: 137th

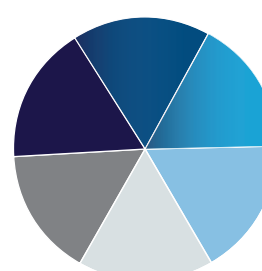
Internet Access/100: 63.2

Mobile Phone/100: 76

Public Diplomacy Spending

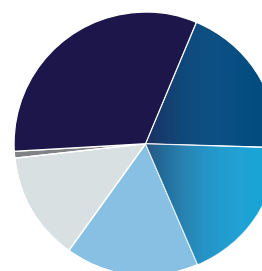
Total FY 2019 | DP (.7) \$3,460,000 | Supplemental \$131,326

Spending by Theme



Education: \$616,861.10
Civil Society: \$616,425.63
Culture/Sports/American Society: \$611,209.83
Innovation: \$610,132.60
Women's Empowerment: \$603,303.32
Democracy/Good Governance/Rule of Law: \$572,525.90

Spending by Program



Support for Mission Initiatives: \$820,149.69
Supplementing ECA Programs: \$481,421.39
Educational Initiatives (not including English Language programs): \$456,828.21
American Centers: \$412,766.20
Post-Generated Exchanges: \$338,456.14
Alumni Outreach: \$19,647.96

Qatar



\$1,359,463
PD Spending FY19

2,881,053
Population

\$69,687
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 11,610
Population: 2,881,053
Below 24 yrs. old: 24.62%
Refugee population: 190
Urban population: 99%
GDP/Capita: \$69,687
Unemployment: 0.40%
Below Poverty Line: N/A
Literacy Rate: 95%
Avg. Years of Education: 11.1 (M), 14.1 (F)

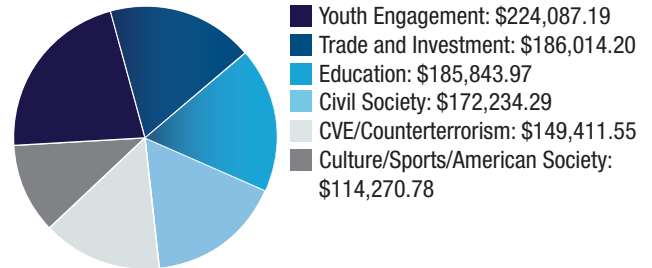
Social & Media Indicators

Inclusive Internet Index: 28th (Tied)
Social Progress Index: 64th
Corruption Perception Index: 30th (Tied)
Economic Freedom Index: 31st (Mostly Free)
Good Country Index: 95th
Media Freedom Index: 128th
Internet Access/100: 100
Mobile Phone/100: 142

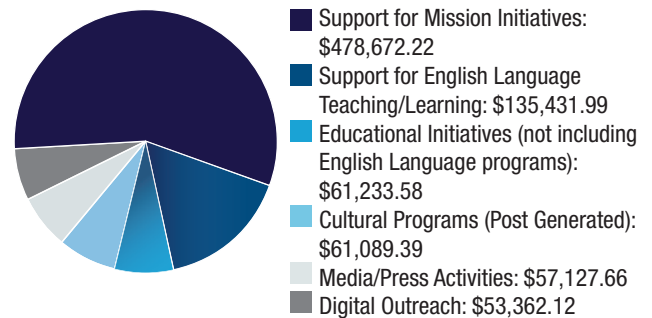
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,270,000 | Supplemental \$89,463

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Saudi Arabia



\$2,566,614
PD Spending FY19

34,813,871
Population

\$22,865
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,149,690
Population: 34,813,871
Below 24 yrs. old: 40.22%
Refugee population: 266
Urban population: 84%
GDP/Capita: \$22,865
Unemployment: 5.92%
Below Poverty Line: 12.70%
Literacy Rate: 85% (2017)
Avg. Years of Education: 17.6 (M), 15.8 (F)

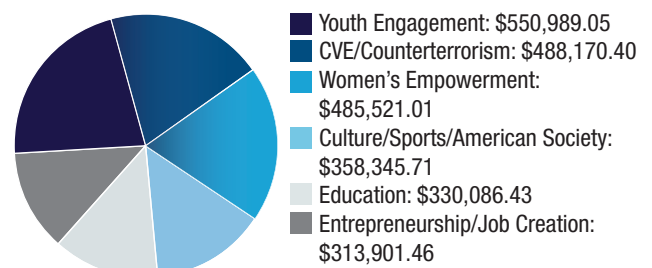
Social & Media Indicators

Inclusive Internet Index: 43rd
Social Progress Index: 90th
Corruption Perception Index: 51st (Tied)
Economic Freedom Index: 83rd (Moderately Free)
Good Country Index: 94th
Media Freedom Index: 172nd
Internet Access/100: 93
Mobile Phone/100: 123

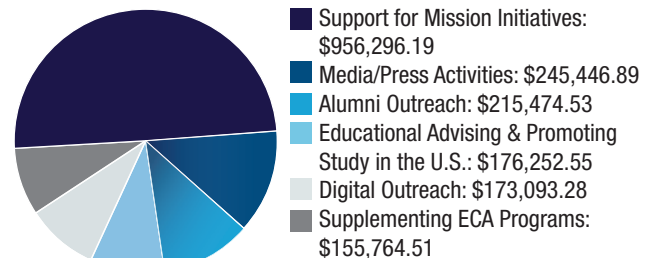
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,450,000 | Supplemental \$116,614

Spending by Theme



Spending by Program



Syria



N/A

PD Spending FY19

17,500,658

Population

\$2,033

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 183,630

Population: 17,500,658

Below 24 yrs. old: 52.81%

Refugee population: 576,621

Urban population: 54%

GDP/Capita: \$2,033

Unemployment: 8.40%

Below Poverty Line: 82%

Literacy Rate: 80.40%

Avg. Years of Education: 8.8 (M), 8.7 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: 178th

Economic Freedom Index: Not Ranked

Good Country Index: Not Ranked

Media Freedom Index: 174th

Internet Access/100: 34 (2017)

Mobile Phone/100: 101

Public Diplomacy Spending

Total FY 2019 | DP (.7) N/A | Supplemental N/A

Spending by Theme

Program and theme data unavailable at time of collection.

Map Key: ■ Embassy ▲ Consulate

Tunisia



\$980,408

PD Spending FY19

11,818,619

Population

\$3,287

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 155,360

Population: 11,818,619

Below 24 yrs. old: 38.18%

Refugee population: 1,066

Urban population: 69%

GDP/Capita: \$3,287

Unemployment: 15.51%

Below Poverty Line: 15.50%

Literacy Rate: 79%

Avg. Years of Education: 14.4 (M), 15.8 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 51st

Corruption Perception Index: 74th (Tied)

Economic Freedom Index: 128th (Mostly Unfree)

Good Country Index: 62nd

Media Freedom Index: 72nd

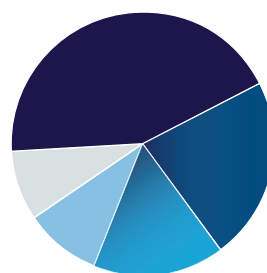
Internet Access/100: 64

Mobile Phone/100: 128

Public Diplomacy Spending

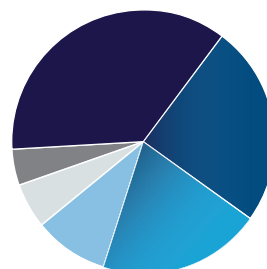
Total FY 2019 | DP (.7) \$870,000 | Supplemental \$110,408

Spending by Theme



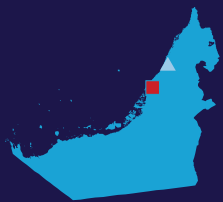
Education: \$522,681.76
Economic Statecraft: \$267,795.65
Democracy/Good Governance/Rule of Law: \$194,496.40
CVE/Counterterrorism: \$113,290.00
Culture/Sports/American Society: \$101,358.04

Spending by Program



Educational Initiatives (not including English Language programs): \$342,994.01
Support for English Language Teaching/Learning: \$232,455.71
Cultural Programs (Post Generated): \$189,925.50
Media/Press Activities: \$87,731.93
American Spaces (Not Centers): \$51,249.22
Support for Mission Initiatives: \$41,573.06

United Arab Emirates



\$2,209,536
PD Spending FY19

9,890,400
Population

\$37,749
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 71,020
Population: 9,890,400
Below 24 yrs. old: 22.39%
Refugee population: 1,164
Urban population: 87%
GDP/Capita: \$37,749
Unemployment: 2.23%
Below Poverty Line: N/A
Literacy Rate: 95%
Avg. Years of Education: 13.4 (M), 14.3 (F)

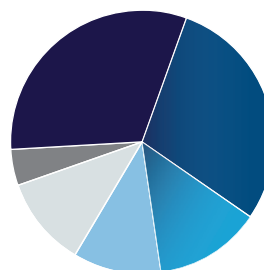
Social & Media Indicators

Inclusive Internet Index: 38th
Social Progress Index: 61st
Corruption Perception Index: 21st (Tied)
Economic Freedom Index: 18th (Mostly Free)
Good Country Index: 52nd
Media Freedom Index: 133rd
Internet Access/100: 98
Mobile Phone/100: 209

Public Diplomacy Spending

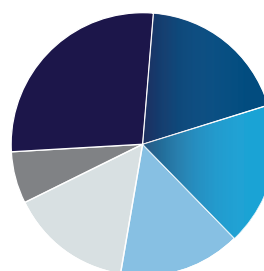
Total FY 2019 | DP (.7) \$1,640,000 | Supplemental \$569,536

Spending by Theme



Education: \$1,254,214.85
Culture/Sports/American Society: \$1,155,117.48
Science & Technology: \$523,932.93
Trade and Investment: \$434,221.76
Sustainable Economic Growth & Well-Being: \$434,221.76
Military and Security Cooperation/Reform: \$176,738.41

Spending by Program



Digital Outreach: \$644,130.78
Cultural Programs (Post Generated): \$442,563.81
Educational Advising & Promoting Study in the U.S.: \$415,805.86
Support for English Language Teaching/Learning: \$351,721.02
Media/Press Activities: \$351,331.41
Supplementing ECA Programs: \$149,492.43

Map Key: ■ Embassy ▲ Consulate

Yemen



\$1,080,000
PD Spending FY19

29,825,964
Population

\$943
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 527,970
Population: 29,825,964
Below 24 yrs. old: 60.42%
Refugee population: 264,369
Urban population: 37%
GDP/Capita: \$943
Unemployment: 12.90%
Below Poverty Line: 79%
Literacy Rate: 54.1% (2004)
Avg. Years of Education: 10.1 (M), 7.4 (F)

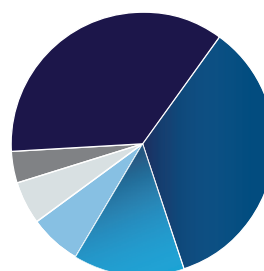
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 177th
Economic Freedom Index: Not Ranked
Good Country Index: 150th
Media Freedom Index: 168th
Internet Access/100: 27 (2017)
Mobile Phone/100: 54

Public Diplomacy Spending

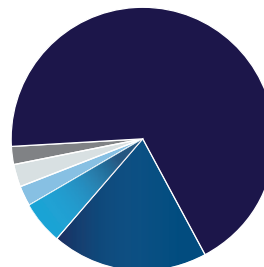
Total FY 2019 | DP (.7) \$1,080,000 | Supplemental N/A

Spending by Theme



Sustainable Economic Growth & Well-Being: \$432,490.33
Democracy/Good Governance/Rule of Law: \$419,955.60
Humanitarian Assistance; Disaster mitigation: \$163,880.40
Education: \$78,020.56
Youth Engagement: \$62,306.56
Women's Empowerment: \$45,576.23

Spending by Program



Support for Mission Initiatives: \$730,911.76
Media/Press Activities: \$204,974.52
Cultural Programs (Post Generated): \$56,902.72
Alumni Outreach: \$29,261.50
Supplementing ECA Programs: \$27,092.91
Support for English Language Teaching/Learning: \$23,861.75

U.S. PUBLIC DIPLOMACY IN SOUTH AND CENTRAL ASIA



Students at Karte Sulkh Girls' High School in Bamiyan, Afghanistan participate in the Mobile Museums program (August 2019).



BUREAU OF SOUTH AND CENTRAL ASIAN AFFAIRS (SCA)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$21.68 million	\$25.97 million	\$28.29 million	\$24.76 million	\$46.05 million
American Salaries	\$14.43 million	\$13.16 million	\$18.32 million	\$19.72 million	\$18.31 million
Supplemental	\$54.12 million	\$66.12 million	\$54.12 million	\$85.18 million	\$44.40 million
BBG/USAGM	\$40.10 million	\$44.87 million	\$45.48 million	\$42.71 million	\$44.28 million
Total	\$130.33 million	\$150.12 million	\$146.21 million	\$172.37 million	\$153.04 million

STRATEGIC OVERVIEW

The South and Central Asia region is poised to become an important driver of global prosperity over the coming decades. The region lies at the crossroads of Asia, Europe, and the Middle East, spanning vital sea lanes to the south and burgeoning trade routes and energy flows to the north. Economies in South and Central Asia have the potential to make up as much as 50 percent of the global gross domestic product, with about 500 million people throughout South and Central Asia projected to enter the middle class. Home to nearly a quarter of the world's population, more than half of which is under the age of 25, the region also hosts more than one third of the global Muslim population.

Yet the region also grapples with serious challenges, including foreign terrorist fighters, violent extremism, and Russian and Chinese influence strategies that threaten to undermine regional prosperity and challenge U.S. national interests. Democratic institutions are fragile in a number of countries. Poverty is widespread. Pervasive corruption, a lack of economic opportunity, and vulnerability to natural disasters, terrorism, narcotics trafficking, and a host of other malign influences undermine security and stability throughout the region.

South and Central Asia consists of 13 countries – Afghanistan, Bangladesh, Bhutan, India, Kazakhstan, the Kyrgyz Republic, Maldives, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, and Uzbekistan – covered by 20 U.S. embassies and consulates. U.S. public diplomacy programming in these posts is managed by 90 American officers and 436 Locally Employed and contracted staff members.

U.S. FOREIGN POLICY GOALS

The Bureau of South and Central Asia Affairs (SCA) advances the objectives of the Administration's South Asia, Central Asia, and Indo-Pacific regional strategies. The President's South Asia Strategy, announced in August 2017, promotes a peaceful and prosperous South Asia, which includes a negotiated settlement to the conflict in Afghanistan. The United States also seeks a strong relationship with Pakistan, predicated on an expectation

of joint efforts to bring peace and stability to Afghanistan. The State Department is engaging the Afghan government and the Taliban on steps to end the war while ensuring that Afghanistan is never again used as a base for terrorists to attack the United States and its allies.

Broadly speaking, the United States supports a free and open Indo-Pacific region comprised of nations that are independent, strong, and prosperous. In support of these objectives, SCA engages closely with South Asian partners to promote shared values and interests, including private sector-led growth and development, sound and sustainable infrastructure, expanded security cooperation, and democracy and good governance.

U.S. strategic interests in Central Asia include supporting the sovereignty, independence, and territorial integrity of the five Central Asian countries: Kazakhstan, the Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan. The United States aims to foster a stable and prosperous Central Asia that is free to pursue political, economic, and security interests on its own terms, with partners of its choosing; a Central Asia that is connected to global markets and open to international investment; and a Central Asia with strong, democratic institutions, rule of law, and respect for human rights.

Other bureau measures in support of Administration priorities include acting against violent extremism, countering disinformation, and promoting increased regional connectivity while emphasizing engagement with women, disenfranchised youth, and other underserved or at-risk audiences. Additionally, given that in 2016, 17 of the 30 cities with the world's poorest air quality were in South Asia, SCA focuses on air quality issues, partnering with host governments to develop policies mindful of environmental stewardship and the importance of air quality, and promoting U.S. solutions, including clean technology and lessons learned.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

SCA's Office of Press and Public Diplomacy (SCA/PPD) supports U.S. interests abroad by developing meaningful relationships between the American people and the publics of South and Central Asia, building strong partnerships, and sustaining dialogue through academic and professional exchanges, entrepreneurship initiatives, media capacity building, English language programming, women's empowerment, and cultural preservation programs. SCA/PPD endeavors to share accurate information about the United States and encourages links between U.S. experts and innovators, entrepreneurs, and change makers from the region to help them contribute to their communities. Nourishing the intellectual, entrepreneurial, and educational bonds that emerge from these efforts is equally important. Local and regional alumni networks expand such enduring engagement and provide opportunities for volunteerism and mentorship.

SCA's public diplomacy efforts prioritize multi-country programming that increases cooperation among SCA countries on shared regional and global challenges. English language programs are in high demand by governments, professionals (particularly in media and journalism), and students. Owing to the tight control wielded by political leaders in Central Asia, Public Affairs Sections at U.S. embassies in the region heavily rely on English teaching programs to reach, engage, and impact citizens, as these programs are widely embraced by even the most authoritarian governments. In South Asia, English programming is important for increasing student and professional ties to the United States.

SCA's 100 American Spaces provide vital outreach platforms throughout the region, offering English language programs,

cultural initiatives, increased access to information, and programs to encourage conflict resolution and reconciliation. Recent speaker programs have focused on disaster management, entrepreneurship and innovation, and tolerance and inclusion. In addition, the American Spaces have increasingly served as platforms to inform and educate on measures of spread and prevention of COVID-19, while allowing for continued engagement with target audiences on a variety of strategic objectives.

Youth and educational exchanges such as the Future Leaders Exchange Program, the Kennedy-Lugar Youth Exchange and Study Program, the International Visitor Leadership Program (IVLP), and the Fulbright and Humphrey Fellowships help to develop enduring relationships with emerging leaders that build long-term influence. Recent IVLPs, for example, have focused on themes such as cyber security promotion, women and entrepreneurship, accountability and transparency in government, press freedom, and Chinese studies.

The more than 76,000 U.S.-sponsored exchange program alumni in the region foster increasing receptivity to U.S. policy. Pakistan has the largest alumni cohort, with more than 29,000 people in the Pakistan-U.S. Alumni Network, which has become an active, self-sustaining organization that strengthens civil society by promoting civic engagement, community service, and youth involvement in local affairs.

The impact of COVID-19 in South and Central Asia, as across the globe, continues to alter how SCA/PPD engages with target audiences. Exchanges and most other in-person engagements have been suspended, but PAS teams continue to develop and implement innovative virtual programs to continue to engage and promote strategic objectives.



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Engaging Bangladeshi Youth through American Spaces and Social Media: The Edward M. Kennedy Center for Public Service and the Arts (EMK Center) is an embassy-sponsored platform for dialogue with Bangladeshi youth strategically located in Dhaka's university district. With a monthly average of 103 programs and 9,200 visitors, the EMK also provides digital media training, promotes arts and cultural events, conducts civil society capacity building, promotes community service, and connects with young entrepreneurs. Meanwhile, the American Center in Dhaka, which attracts approximately 8,483 visitors per month, features an active library and substantive programming space and hosts the EducationUSA advising center. Four additional American Corners, with two additional EducationUSA advising centers, operate in key regional centers. Embassy Dhaka's Facebook page boasts the highest number of followers of all DOS pages, with more than 7.2 million fans. Of the over 130,000 people who engage weekly, most are in the critical 18-24 (3.4 million) and 24-35 (2.8 million) demographic.

Nepal – Connecting Audiences through American Spaces:

There are nine American Spaces in Nepal, which serve as platforms for public diplomacy engagement with Nepali audiences. The American Center is located in the embassy, and two other American Spaces are hosted in Kathmandu (the Innovation Hub and the Book Bus fleet). American Spaces attract over 170,000 people annually through programs that support the mission's strategic goals, such as enhancing entrepreneurship, encouraging accountability, building executive skills, boosting regional connectivity, and ensuring inclusivity. The embassy's Book Bus fleet, and electric-powered Book Tuk, travel throughout the country, reaching 100,000 people, including those in remote areas. The Book Buses conduct innovative programming promoting accountability and countering disinformation. During the COVID-19 pandemic, Nepal's American Spaces and Book Buses held frequent virtual events to maintain PD momentum with the Nepali people.

Sri Lanka – Promoting Sustainable and Equitable Economic Growth and Development: English teaching has become a key component of Embassy Colombo's support for economic growth. PAS Colombo has provided direct or online training to more than 1,400 English as a Second Language teachers to encourage interactive, student-centered methodologies. Annually, two English Language Fellows plus additional specialists work with national institutions to revise the English language curriculum. The English Access Micro-Scholarship Program, with more than 360 grantees, offers educational opportunities to disadvantaged youth. Post-initiated programs such as English on Wheels reach

rural primary students through partnerships with Voice of America broadcast English language programming on national television. Within the setting of Sri Lanka's four American Spaces, English language learning is a priority as well. Serving more than 30,000 program participants annually, the majority of whom are 18-25 year-old students and early career professionals, the spaces routinely offer English for Business, English for Entrepreneurs, online language instruction via DynEd, and weekly conversation hours.

Pakistan – Higher Education and Exchanges: Pakistan is one of the USG's largest exchange portfolios, bolstered by a \$19.5 million earmark to ECA for the Fulbright Program and \$10 million in Economic Support Funds (ESF). Over the past decade, Mission Pakistan has also funded 23 U.S.-Pakistan university partnerships with \$20 million in ESF and established the Center for Excellence in Journalism, which offers Pakistan's first M.S. in Journalism. It is vital that the government extends its five-year commitment to fund Fulbright PhDs at \$5 million annually, one of the largest foreign government contributions to the program, and that it bolsters the U.S.-Pakistan Knowledge Corridor, which funds Pakistani PhD candidates in the United States. Post also encourages Pakistan's Higher Education Commission's (HEC) education reform agenda to increase its support for Fulbright and to adopt U.S.-style higher education reform.

Uzbekistan – An English Speaking Nation: An MOU in 2018 between the Uzbek and U.S. governments generated an unprecedented expansion of English language training programs in Uzbekistan. The embassy has since launched the Fulbright English Teaching Assistant program – a first for Uzbekistan – and enabled conferences and training sessions for more than 1,000 local English language instructors. Additionally, an embassy-sponsored English Language Specialist developed a new textbook on teacher retraining that has been adopted in the national curriculum and that will be distributed widely with embassy support. Finally, with embassy funding, English for STEM programs is now being taught at six sites across the country to an average of 300 students per year, while U.S. exchange program alumni have launched English language courses, serving more than 200 students in Tashkent and the region. In 2019, a \$5 million award was provided to American Councils to coordinate with PAS Tashkent and the Uzbekistan Ministry of Public Education to overhaul Uzbekistan's English language teaching over the next three years and train at least 15,000 Uzbek teachers of English.

SPOTLIGHT:

CULTURAL HERITAGE PRESERVATION



Workshop participants prepare Buddhist sculpture for museum display

U.S. support for cultural heritage preservation advances U.S. foreign policy goals through strengthening the independence of partner countries by emphasizing U.S. respect for national heritage, enhancing economic prosperity through expanded tourism ecosystems, encouraging tolerance of pluralistic societies, and establishing local stewardship and protection of national patrimony.

Central Asia: In Central Asia, the University of Chicago's Oriental Institute trains museum professionals from all five Central Asian nations to enhance regional capabilities, create a consortium of professionals, and promote the adherence of international standards in heritage management. Annual Conservation Training workshops gather 18 professionals for collaborative, hands-on instruction led by a University of Chicago Oriental Institution conservation professional. In 2018 and 2019, participants convened in Tashkent for 16 days of intensive group instruction on the conservation of artifacts typically housed in their State Museums. The consortium is the first of its kind, and more than half of its members are women. Thanks to this network, these heritage professionals consult closely with each other to tackle common challenges, fostering regional collaboration in ways never before achieved in Central Asia.

Afghanistan: U.S. cultural heritage preservation efforts in Afghanistan demonstrate respect for Afghanistan's heritage in contrast to narratives of cultural destruction propagated by ISIS and the Taliban. Preservation of cultural heritage strengthens a unified Afghan national identity that honors inclusion and diversity and fosters peace and reconciliation. The Mobile Museums program brings hands-on learning to Afghan middle and high school children in five provinces across Afghanistan (Kabul, Kandahar, Balkh, Nangarhar, and Bamiyan), reaching more than 13,000+ children since September 2019. The instructional seminars feature 3-D modeled artifacts from the National Museum of Afghanistan's collection to introduce Afghan students to their nation's rich and diverse historical traditions not taught in Afghan schools. Each child receives an informational booklet to share what they learned with family members, helping to expand knowledge of Afghanistan's history and to instill national pride throughout Afghanistan.

SCA POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Afghanistan	\$11.18 million	\$28.30 million	\$11.28 million	\$27.45 million	\$11.17 million	\$27.00 million	\$11.27 million	\$27.00 million
2	Pakistan	\$16.82 million	\$15.00 million	\$16.84 million	\$17.00 million	\$16.84 million	\$17.50 million	\$16.83 million	\$10.00 million
3	Uzbekistan	\$742,959	\$522,295	\$841,500	\$535,000	\$627,700	\$1.90 million	\$1.08 million	\$9.24 million
4	India	\$8.30 million	\$222,945	\$7.35 million	\$295,575	\$7.45 million	\$325,557	\$8.32 million	\$0
5	Kyrgyzstan	\$1.06 million	\$1.76 million	\$641,400	\$1.04 million	\$1.15 million	\$3.52 million	\$1.39 million	\$4.93 million
6	Kazakhstan	\$1.01 million	\$2.00 million	\$1.01 million	\$1.04 million	\$1.80 million	\$2.43 million	\$2.02 million	\$2.01 million
7	Turkmenistan	\$564,725	\$688,077	\$659,700	\$1.19 million	\$659,700	\$1.39 million	\$970,901	\$1.22 million
8	Tajikistan	\$688,800	\$1.52 million	\$872,000	\$1.31 million	\$752,000	\$4.60 million	\$1.10 million	\$950,000
9	Bangladesh	\$1.84 million	\$644,465	\$1.84 million	\$145,500	\$1.89 million	\$222,548	\$2.03 million	\$0
10	Nepal	\$717,384	\$706,758	\$900,700	\$816,085	\$900,700	\$583,000	\$1.33 million	\$0
11	Sri Lanka & Maldives	\$677,920	\$754,736	\$728,400	\$240,067	\$728,700	\$399,430	\$1.01 million	\$0

Country Profiles

U.S. Public Diplomacy in South and Central Asia



Afghanistan



\$38,270,000
PD Spending FY19

38,928,346
Population

\$513
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 652,860
Population: 38,928,346
Below 24 yrs. old: 61.88%
Refugee population: 72,231
Urban population: 25%
GDP/Capita: \$513
Unemployment: ~11%
Below Poverty Line: 54.50%
Literacy Rate: 43%
Avg. Years of Education: 12.5 (M), 7.9 (F)

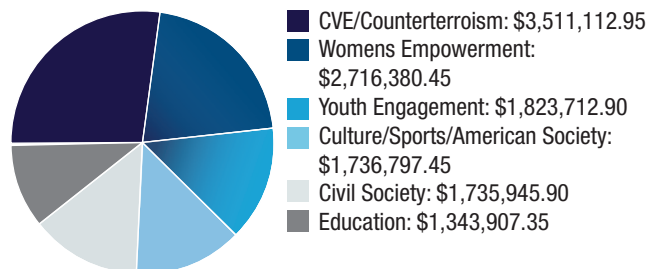
Social & Media Indicators

Inclusive Internet Index: Not ranked
Social Progress Index: 143rd
Corruption Perception Index: 173rd (Tied)
Economic Freedom Index: 136th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 121st
Internet Access/100: 14 (2017)
Mobile Phone/100: 59

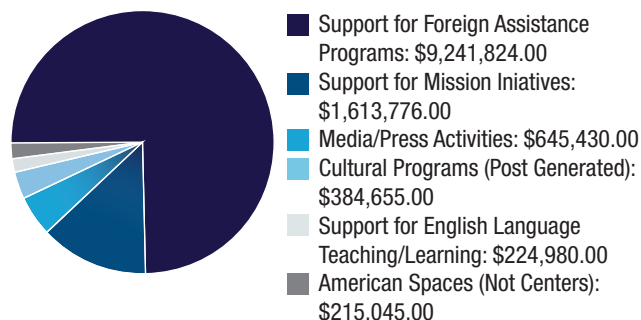
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$11,270,000 | Supplemental \$27,000,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Bangladesh



\$2,030,000
PD Spending FY19

164,689,383
Population

\$1,905
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 130,170
Population: 164,689,383
Below 24 yrs. old: 45.04%
Refugee population: 906,645
Urban population: 37%
GDP/Capita: \$1,905
Unemployment: 4.19%
Below Poverty Line: 24%
Literacy Rate: 74%
Avg. Years of Education: 10.8 (M), 11.6 (F)

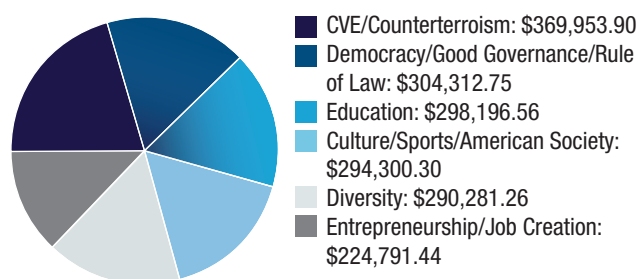
Social & Media Indicators

Inclusive Internet Index: 70th
Social Progress Index: 108th
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 122nd (Mostly Unfree)
Good Country Index: 121st
Media Freedom Index: 150th
Internet Access/100: 15 (2017)
Mobile Phone/100: 100

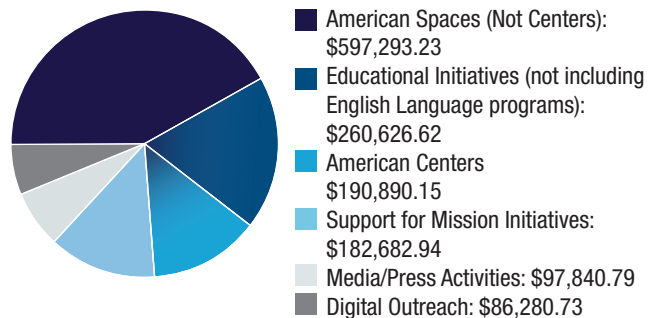
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,030,000 | Supplemental \$0

Spending by Theme



Spending by Program



India



\$8,320,000
PD Spending FY19

1,380,004,365
Population

\$2,171
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,973,190
Population: 1,380,004,365
Below 24 yrs. old: 43.82%
Refugee population: 195,891
Urban population: 34%
GDP/Capita: \$2,171
Unemployment: 23.50%
Below Poverty Line: 21.90%
Literacy Rate: 74%
Avg. Years of Education: 11.9 (M), 12.9 (F)

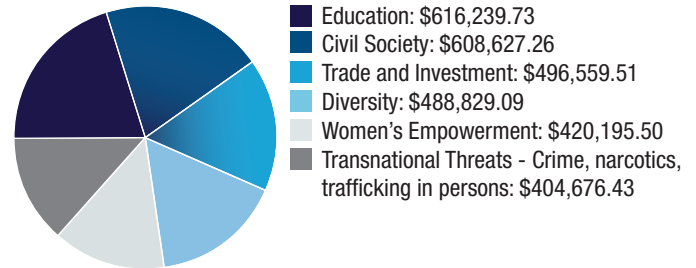
Social & Media Indicators

Inclusive Internet Index: 46th (Tied)
Social Progress Index: 102nd
Corruption Perception Index: 80th (Tied)
Economic Freedom Index: 120th (Mostly Unfree)
Good Country Index: 44th
Media Freedom Index: 140th
Internet Access/100: 34 (2017)
Mobile Phone/100: 98

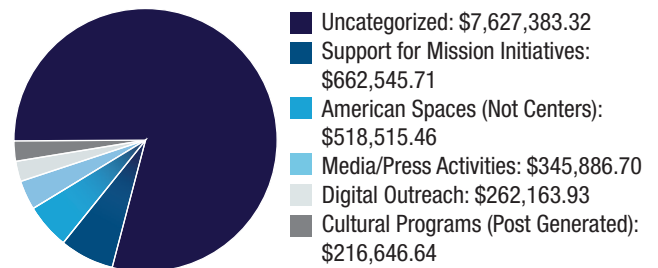
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$8,320,000 | Supplemental \$0

Spending by Theme

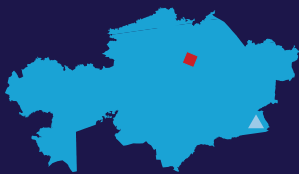


Spending by Program



Map Key: ■ Embassy ▲ Consulate

Kazakhstan



\$4,030,000
PD Spending FY19

18,776,707
Population

\$9,139
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,699,700
Population: 18,776,707
Below 24 yrs. old: 39.10%
Refugee population: 574
Urban population: 57%
GDP/Capita: \$9,139
Unemployment: 4.80%
Below Poverty Line: 2.60%
Literacy Rate: 100%
Avg. Years of Education: 14.9 (M), 15.6 (F)

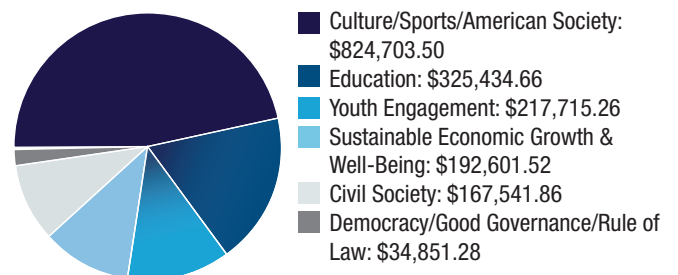
Social & Media Indicators

Inclusive Internet Index: 49th
Social Progress Index: 69th
Corruption Perception Index: 113th (Tied)
Economic Freedom Index: 39th (Moderately Free)
Good Country Index: 106th
Media Freedom Index: 179th
Internet Access/100: 79
Mobile Phone/100: 142

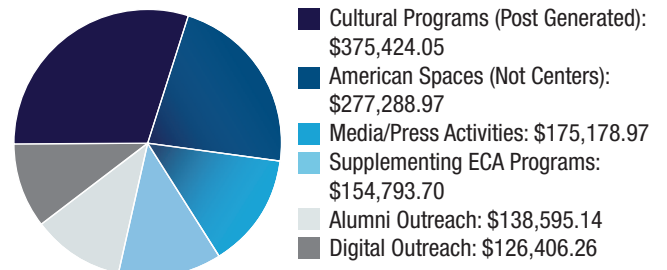
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,020,000 | Supplemental \$2,010,000

Spending by Theme



Spending by Program



Kyrgyzstan



\$6,320,000
PD Spending FY19

6,524,195
Population

\$1,282
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 191,800
Population: 6,524,195
Below 24 yrs. old: 46.09%
Refugee population: 333
Urban population: 36%
GDP/Capita: \$1,282
Unemployment: 6.20%
Below Poverty Line: 32.10%
Literacy Rate: 100%
Avg. Years of Education: 13.2 (M), 13.6 (F)

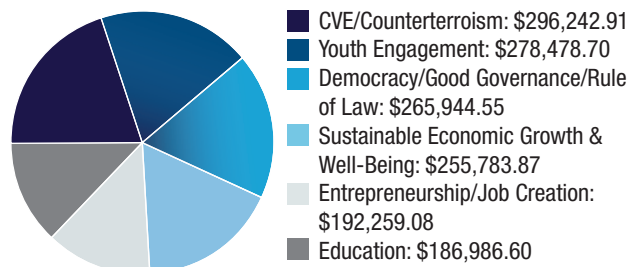
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 126th (Tied)
Economic Freedom Index: 81st (Moderately Free)
Good Country Index: 66th
Media Freedom Index: 83rd
Internet Access/100: 38 (2017)
Mobile Phone/100: 139

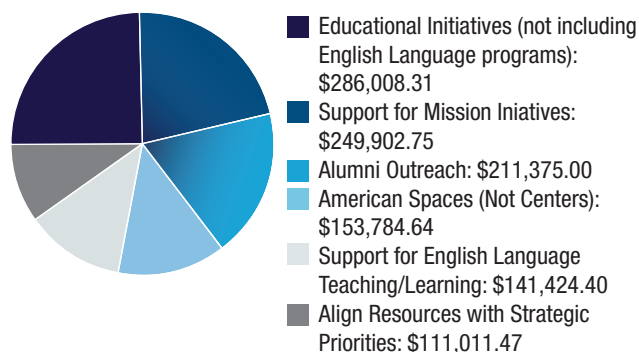
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,390,000 | Supplemental \$4,930,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Nepal



\$1,330,000
PD Spending FY19

29,136,808
Population

\$1,047
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 143,350
Population: 29,136,808
Below 24 yrs. old: 49.29%
Refugee population: 20,808
Urban population: 20%
GDP/Capita: \$1,047
Unemployment: 1.25%
Below Poverty Line: 25.20%
Literacy Rate: 68%
Avg. Years of Education: 11.7 (M), 12.7 (F)

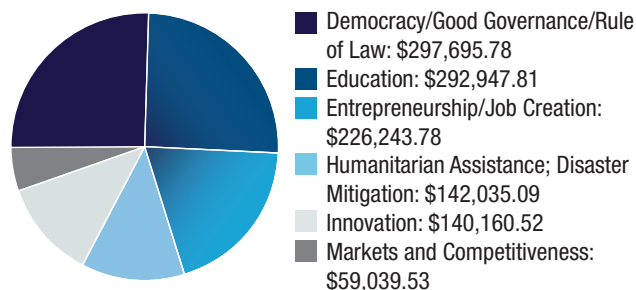
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 99th
Corruption Perception Index: 113th (Tied)
Economic Freedom Index: 139th (Mostly Free)
Good Country Index: Not Ranked
Media Freedom Index: 106th
Internet Access/100: 34 (2017)
Mobile Phone/100: 139

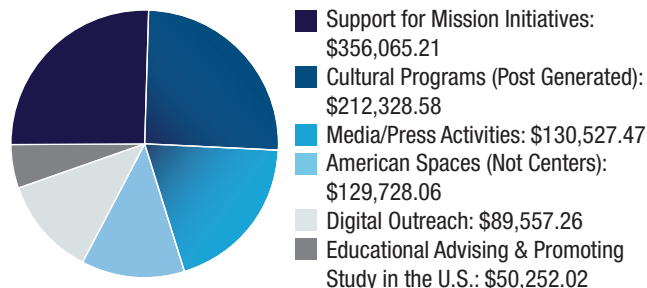
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,330,000 | Supplemental \$0

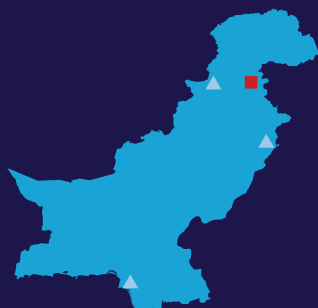
Spending by Theme



Spending by Program



Pakistan



\$26,830,000
PD Spending FY19

220,892,340
Population

\$1,388
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 770,880
Population: 220,892,340
Below 24 yrs. old: 55.31%
Refugee population: 1,404,019
Urban population: 37%
GDP/Capita: \$1,388
Unemployment: 3.02%
Below Poverty Line: 29.30%
Literacy Rate: 59%
Avg. Years of Education: 9.3 (M), 7.8 (F)

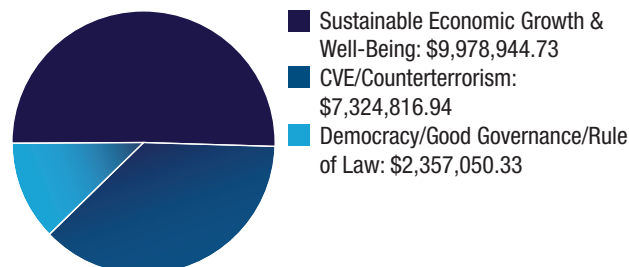
Social & Media Indicators

Inclusive Internet Index: 76th
Social Progress Index: 125th
Corruption Perception Index: 120th (Tied)
Economic Freedom Index: 135th (Mostly Free)
Good Country Index: 104th
Media Freedom Index: 142nd
Internet Access/100: 16 (2017)
Mobile Phone/100: 73

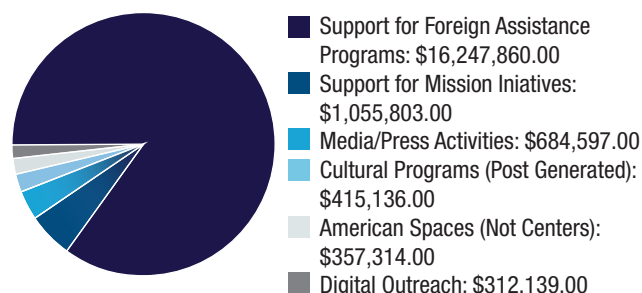
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$16,830,000 | Supplemental \$10,000,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Sri Lanka

Post also oversees programs in the Maldives



\$1,010,000
PD Spending FY19

21,413,249
Population

\$3,946
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 62,710
Population: 21,413,249
Below 24 yrs. old: 37.69%
Refugee population: 800
Urban population: 18%
GDP/Capita: \$3,946
Unemployment: 4.20%
Below Poverty Line: 4.10%
Literacy Rate: 92%
Avg. Years of Education: 13.7 (M), 14.2 (F)

Social & Media Indicators

Inclusive Internet Index: 56th
Social Progress Index: 65th
Corruption Perception Index: 93rd (Tied)
Economic Freedom Index: 112th (Mostly Unfree)
Good Country Index: 89th
Media Freedom Index: 126th
Internet Access/100: 34 (2017)
Mobile Phone/100: 143

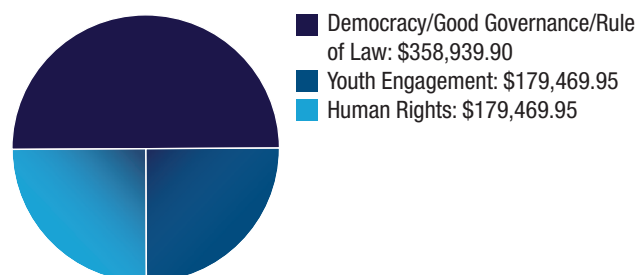
Note:

Country profile demographics and social indicators are for the primary country.

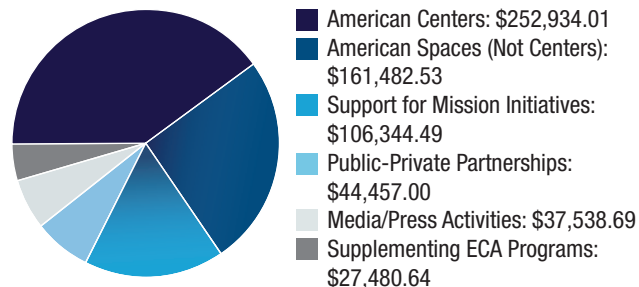
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,010,000 | Supplemental \$0

Spending by Theme



Spending by Program



Tajikistan



\$2,050,000
PD Spending FY19

9,537,645
Population

\$877
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 138,790
Population: 9,537,645
Below 24 yrs. old: 49.56%
Refugee population: 2,657
Urban population: 27%
GDP/Capita: \$877
Unemployment: 11.13%
Below Poverty Line: 31.50%
Literacy Rate: 100%
Avg. Years of Education: 12.3 (M), 10.9 (F)

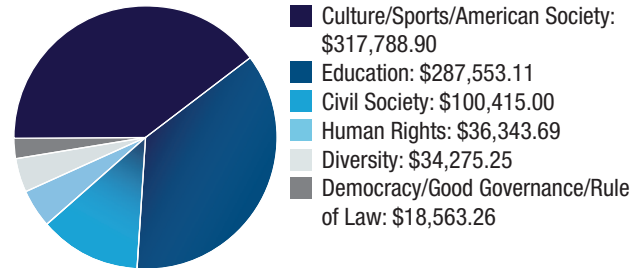
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 107th
Corruption Perception Index: 153rd (Tied)
Economic Freedom Index: 155th (Mostly Free)
Good Country Index: Not Ranked
Media Freedom Index: 161st
Internet Access/100: 22 (2017)
Mobile Phone/100: 112 (2017)

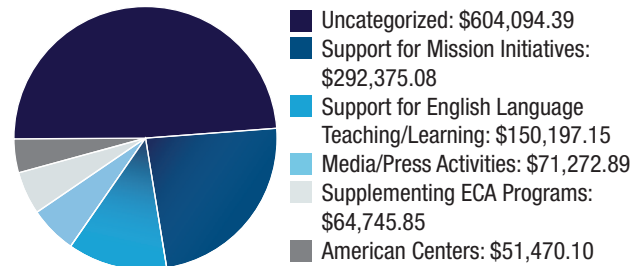
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,100,000 | Supplemental \$950,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Turkmenistan



\$2,190,901
PD Spending FY19

6,031,200
Population

\$7,816
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 469,930
Population: 6,031,200
Below 24 yrs. old: 41.92%
Refugee population: 22
Urban population: 52%
GDP/Capita: \$7,816
Unemployment: 3.80%
Below Poverty Line: 0.20%
Literacy Rate: 100%
Avg. Years of Education: 11.1 (M), 10.5 (F)

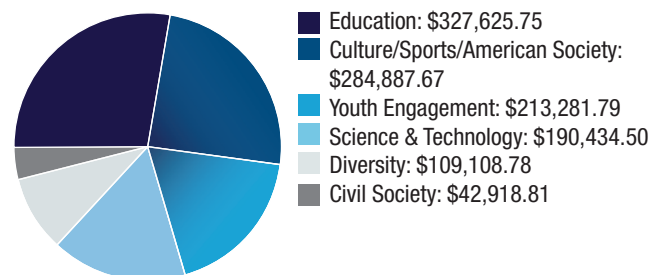
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 106th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 170th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 180th
Internet Access/100: 21 (2017)
Mobile Phone/100: 163 (2017)

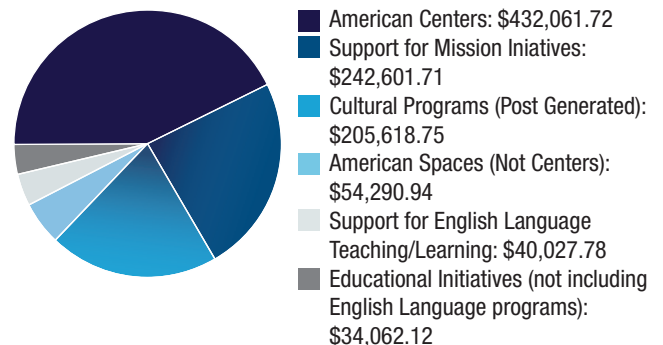
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$970,901 | Supplemental \$1,220,000

Spending by Theme



Spending by Program



Uzbekistan



\$10,320,000
PD Spending FY19

33,469,203
Population

\$1,831
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 425,400

Population: 33,469,203

Below 24 yrs. old: 39.82%

Refugee population: 14

Urban population: 50%

GDP/Capita: \$1,831

Unemployment: 5.92%

Below Poverty Line: 14%

Literacy Rate: 100%

Avg. Years of Education: 12.2 (M), 11.8 (F)

Social & Media Indicators

Inclusive Internet Index: 69th

Social Progress Index: 100th

Corruption Perception Index: 153rd (Tied)

Economic Freedom Index: 114th (Mostly Unfree)

Good Country Index: Not Ranked

Media Freedom Index: 160th

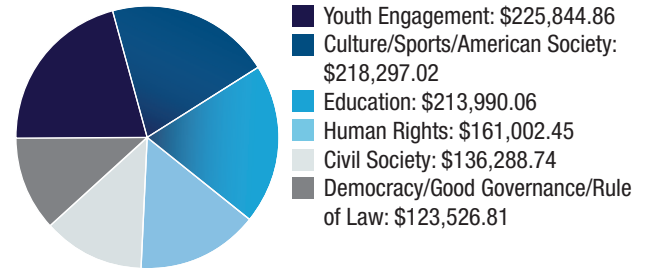
Internet Access/100: 55

Mobile Phone/100: 72

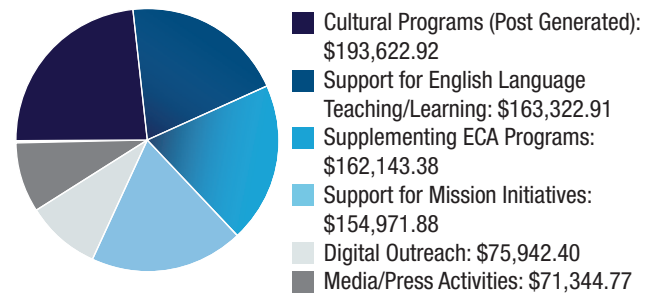
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,080,000 | Supplemental \$9,240,000

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE



YLAI Fellowship alumni from 17 Caribbean countries and Brazil prepare to teach entrepreneurship skills (November 2019).



BUREAU OF WESTERN HEMISPHERE AFFAIRS (WHA)

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
DP (.7)	\$46.95 million	\$51.09 million	\$54.17 million	\$50.11 million	\$46.99 million
American Salaries	\$14.82 million	\$14.18 million	\$19.64 million	\$21.17 million	\$19.59 million
Supplemental	\$1.84 million	\$1.39 million	\$3.47 million	\$6.73 million	\$1.16 million
BBG/USAGM	\$25.38 million	\$22.95 million	\$22.86 million	\$24.28 million	\$21.48 million
Total	\$88.99 million	\$89.61 million	\$100.14 million	\$102.29 million	\$89.22 million

STRATEGIC OVERVIEW

U.S. diplomatic missions in the Bureau of Western Hemisphere Affairs (WHA) engage with governments, people, and institutions across the Americas and the Caribbean to ensure the safety of U.S. citizens and the advancement of U.S. interests in the region. U.S. public diplomacy activities are designed to engage local populations and promote extensive and constructive dialogues, building on the region's strong ties of common values, interests, and mutual respect.

Canadian, Latin American, and Caribbean audiences are tech-savvy and active on digital platforms, so public diplomacy and information engagement takes advantage of the benefits of increased connectivity. U.S. missions leverage professional and student exchanges to maintain a strong collaborative dialogue. Public diplomacy activities also mitigate negative perceptions, especially by explaining policies dealing with immigration and drugs.

Owing to their strategic importance as regional powers and population centers, the U.S. missions in Brazil and Mexico received the highest PD funding in the Western Hemisphere in FY 2019, at \$5.98 million and \$4.42 million, respectively. Argentina, Canada, Peru, Venezuela, Colombia, Bolivia, and Ecuador ranged from \$3.30 million to \$1.83 million. Chile, Haiti, Uruguay, Panama, Guatemala, the Dominican Republic, and Costa Rica ranged from \$1.68 million to \$1.06 million.

The Office of Public Diplomacy and Public Affairs in WHA (WHA/PDA) supports and guides 115 American and 426 locally employed staff at U.S. embassies and consulates in 28 countries in the Western Hemisphere. Budgets for WHA PD programs and staff, as well as the allocation of Educational and Cultural Affairs (ECA) and other R-family resources, remain constrained, with some programs experiencing cuts.

U.S. FOREIGN POLICY GOALS

As outlined in the National Security Strategy, USG policy in the WHA region aims to work with regional partners to build a stable and peaceful hemisphere that increases economic

opportunities for all, improves governance, reduces the power of criminal organizations, and limits the malign influence of non-democratic countries.

The United States is committed to maintaining law and order in the hemisphere, including along U.S. borders, dismantling transnational criminal networks, and combating terrorism. U.S. diplomats collaborate with regional partners to reduce irregular migration and address the underlying economic, human rights, and security conditions driving widespread migration. U.S. programs in the region work to deter criminal activity, strengthen law enforcement and the rule of law, and provide alternatives to delinquency and gang involvement.

U.S. diplomatic missions seek to enhance economic opportunity and prosperity by engaging youth and women entrepreneurs and expanding educational partnerships. After decades of stability and democracy that supported economic growth throughout most of the Americas, some leaders in the region are challenging democratic values through governance that is autocratic, opaque, or corrupt. The United States continues to support free, fair, timely, and transparent elections across the hemisphere. At the same time, the USG opposes practices that threaten press freedom, including censorship, closures of media outlets, threats to journalists, unnecessarily burdensome regulations, arbitrary allocations of state advertising, and politically motivated legal challenges. Respect for universal human rights is an enduring national interest.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

WHA's public diplomacy efforts focus on strategic programming and communications to advance U.S. national security, expand economic prosperity, and promote democracy in the region. Peace, stability, prosperity, and democracy throughout the Western Hemisphere are essential to U.S. national security. WHA PD programs support a secure and democratic future for all citizens, expanded economic opportunity and prosperity, social inclusion, and clean and secure energy.

The United States uses an integrated approach to build the capacity of institutions and individuals and encourage economic inclusion for the most vulnerable and at risk. Community-based partnerships and approaches enable efforts to address transnational organized crime and the lack of economic and educational opportunity, which pose serious threats to citizens' safety and regional stability. Similar programs are being deployed to counter terrorism and prevent violent extremism by strengthening key influencers and credible messengers to derail extremist narratives to at risk populations. The United States also cooperates with its regional partners on workforce development, sustainable business practices, and small business development to sustain economic expansion. Programs that connect young entrepreneurs, including women, with U.S. businesses and non-governmental organizations (NGOs), and educational partnerships targeting U.S. academic and industry needs, advance this effort.

Through messaging, programs, and exchanges, public diplomacy addresses the drivers of irregular immigration, illicit trafficking, transnational crime, and violent extremism by increasing economic prosperity, enhancing security, and improving governance. In El Salvador, Guatemala, and Honduras, PD programming helps to strengthen institutions, communities, and networks critical to promoting prosperity and citizen security. For example, a recent IVLP for Central America to combat trafficking in persons highlighted resources to assist victims and underscored the need for strong investigative procedures. A similar series of exchange programs for religious, academic, civil society, and government leaders in Trinidad and Tobago established a network of influencers who created a whole of society approach to counter violent extremism. PD programs also support the commitment of Central American governments to education, with a particular emphasis on exchange programs, English Access, and effective use of the Binational Centers. Overall, PD programs, media interviews, and social media messaging work not just to dissuade would-be illegal migrants

but also to help build the capacity of Salvadorans, Guatemalans, and Hondurans so they can envision a fulfilling future at home.

Operations at Embassy Caracas have been suspended since March 2019 due to deteriorating economic and political conditions in Venezuela. PD programming continues on a limited basis, with officers at the Venezuela Affairs Unit (VAU) in Bogotá providing oversight of ongoing PD activities. These include public outreach and press responsibilities for Virtual U.S. Embassy Venezuela; ongoing contact with journalists, program partners, alumni, future grantees, and program participants; continued activities at American Spaces and other program venues; and monitoring of current grant outcomes. WHA and the VAU jointly organize policy-focused interviews, Department and interagency statements, and social media engagement opportunities.

Public diplomacy in WHA also counters forces that threaten security and prosperity in the hemisphere. When the Chinese government follows international standards, it can play an important role in helping countries develop their own potential, but opaque loans and investments enable corruption, erode good governance, and challenge state sovereignty. To highlight the risks inherent in closer ties with Beijing, PD activities support transparency and the application of internationally-recognized business practices. They also seek to highlight the values shared between the United States and the region and emphasize the role of the United States as a partner of choice for the region.

Similarly, PAS teams across WHA support efforts to combat malign influence campaigns. With the assistance of a PD grant, the Caribbean Investigative Journalism Network, launched in Jamaica and now covering the whole region, has produced several hard-hitting pieces on Beijing's opaque business practices, ISIS in the Caribbean, corruption with Venezuelan regime-owned Petroleum of Venezuela (PDVSA), and the humanitarian crisis in Venezuela. In Argentina, PAS Buenos Aires supported a fact-checking organization to identify disinformation and redirect it with compelling counter-narratives.



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Young Leaders of the Americas Initiative (YLAI): The region's entrepreneurship professional exchange program expands ties between emerging entrepreneurs in the Western Hemisphere and their U.S. counterparts to support job creation and economic growth. Since its launch in 2015, 763 YLAI Fellows from 36 countries have built connections with 729 U.S. host businesses across 23 states. Program alumni and U.S. business hosts actively work across borders to expand connections between U.S. and regional organizations to spur entrepreneurship, trade, and job creation. The YLAI Network, an open digital platform for entrepreneurship resources, grew its membership by 25 percent in 2019, now reaching nearly 50,000 young entrepreneurs throughout the region and serving as a professional networking and information-sharing venue. Members participate in campaigns linked with core U.S. policy priorities, from transparency and accountability to countering disinformation. During the year, two tailored campaigns with audiences in Central America and Venezuela focused on countering irregular migration and fostering local leadership capacity.

100,000 Strong in the Americas Innovation Fund: Since 2014, Innovation Fund partnerships between U.S. universities and colleges and higher education institutions (HEIs) in the Western Hemisphere are building institutional capacity, increasing new student exchange and training opportunities, and strengthening regional education cooperation. As of April 2020 the Innovation Fund has awarded 232 grants to teams of 477 HEIs working across 25 countries in the Western Hemisphere and 49 U.S. states. Mexico, Colombia, Brazil, Peru, Argentina, and Chile are the leading countries to partner with U.S. universities and colleges. As a result of dynamic public-private sector collaboration among the Department, private sector, and academic networks, the Innovation Fund provides students with regional opportunities to work in teams and gain technical skills critical for workforce development. To date, over 2,100 HEIs have joined the Innovation Network, including over 1,000 universities and colleges in the United States.

Youth Ambassadors: The State Department's flagship youth exchange in WHA promotes mutual understanding, increases leadership skills, and prepares youth to make a difference in their communities. Since its 2001 launch in Brazil, the Youth Ambassador program has brought outstanding, underprivileged foreign high school students to the United States for a three-week program of leadership development, English language study, homestays, and community service. More than 400 students and adult mentors from 26 countries across the Americas participate in the program annually. All Brazilian alumni

of the Youth Ambassadors program have completed high school and enrolled in university, compared to only 16 percent of their peers, and dozens have received full scholarships at prestigious U.S. universities. By establishing partnerships throughout the country for recruitment and selection, Mission Brazil has built strategic and lasting relationships with the federal and state governments. The program's popularity has led to successful spinoff programs across the region. Youth Ambassadors alumni have become community influencers with whom U.S. embassies and consulates collaborate to achieve strategic policy goals.

English Education and Binational Centers: Improving English language proficiency for workforce development and social inclusion is a top strategic priority for a majority of the governments in the WHA region, which makes the range of State Department-sponsored English-language teaching and learning programs a key PD tool. Building English capacity in the region also serves U.S. policy interests by opening markets and creating new business opportunities, as well as enhancing digital literacy and access to information to counter disinformation in countries where democracy is under siege. Binational Centers, the premiere platform for delivering English-language training, attracted over 55 million visitors in 2019 alone. Through English classes and cultural programs, Binational Centers promote understanding of U.S. policies, culture, and values across WHA. The English Access Microscholarship Program, currently underway in 19 countries in WHA, also provides a foundation of English-language skills to talented at-risk young people from economically disadvantaged communities, equipping them with skills that open doors for educational and workforce opportunities.

College Horizons Outreach Program: Established in 2005 to address policy priorities by promoting social inclusion, education diplomacy, democracy, and economic prosperity, WHA's College Horizons Outreach Program (CHOP) has now provided over 3,000 Afro-Latino and Indigenous students with two years of English teaching, mentoring, and academic advising in support of higher education in the United States or their home country. In the 2019-2020 cohort, 279 CHOP students are participating in the program in multi-city cohorts across five countries: Bolivia, Colombia, Ecuador, Nicaragua, and Peru. CHOP has provided unique opportunities for Afro-Latino and Indigenous students, as they are often overlooked for language study and college preparatory programs. Almost 60 percent of surveyed students in the CHOP program said the greatest benefit was learning English, followed by leadership skills. These are essential tools to build prosperity. In Bolivia, a Binational Center partner noted that the program's training has contributed to the first generation of an Afro-Bolivian middle class.

SPOTLIGHT:

YLAI FELLOWSHIP ALUMNI REUNITE TO INSPIRE



YLAI Fellowship alumni from 18 Spanish-speaking countries

Across the region, alumni of the Young Leaders of the Americas Initiative (YLAI) have had a significant multiplier effect in promotion of entrepreneurship in the Western Hemisphere. In 2019, WHA increased its focus on YLAI alumni to further increase the program's impact in advancing economic prosperity and partnerships with the United States. Seventy-two YLAI Fellowship alumni from 34 countries engaged in two dynamic train-the-trainer and strategy development sessions in Mexico and Jamaica. Nearly half of YLAI's 763 alumni applied for the opportunity, showing their continued interest in the initiative and in promoting entrepreneurial ecosystems with U.S. embassies and consulates in their countries. Organized jointly by Public Affairs Sections, WHA/PDA, and implementing partners Agora Partnerships, ImpactHub Mexico City, and 3DayStartup, the programs developed alumni teaching and coaching capacity and resulted in plans to champion entrepreneurship in their countries. A public-private partnership in Mexico made it possible to conduct the activity in BBVA Bancomer Bank's expansive collaborative space.

Through 2020, alumni will use small grants to equip at least 3,000 new entrepreneurs with the tools and confidence to start and expand businesses. Many made plans to target underserved populations with their programs to inspire hope in new communities and help increase diverse participation in local economies. Conversations among alumni generated new ideas for collaboration, exchanges of business ideas, and connections among four different fellowship generations. Fellows from Trinidad and Tobago and Brazil discussed the challenges and successes in changing public policies to support young entrepreneurs. Several sustainable tourism entrepreneurs from different countries made plans to address common challenges to bring in more tourism revenues and support their local economies. Another fellow created a database for fellows to offer their expertise to others. Finally, alumni recorded testimonials about how YLAI has impacted their lives, improved their businesses, and helped their communities – which will help mark the initiative's fifth year in 2020.

WHA POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Brazil	\$6.63 million	\$239,031	\$7.51 million	\$31,526	\$6.93 million	\$789,231	\$5.98 million	\$406,950
2	Mexico	\$4.31 million	\$76,985	\$4.55 million	\$540,596	\$4.47 million	\$492,535	\$4.42 million	\$262,089
3	Argentina	\$3.58 million	\$73,792	\$4.02 million	\$12,703	\$3.78 million	\$174,068	\$3.30 million	\$373,594
4	Colombia	\$2.77 million	\$115,282	\$2.99 million	\$17,675	\$2.36 million	\$75,160	\$1.99 million	\$970,514
5	Canada	\$2.48 million	\$36,463	\$2.54 million	\$15,343	\$2.67 million	\$0	\$2.60 million	\$251,757
6	Peru	\$2.46 million	\$166,284	\$2.49 million	\$188,878	\$2.44 million	\$312,677	\$2.25 million	\$559,785
7	Ecuador	\$1.86 million	\$82,867	\$1.97 million	\$80,258	\$1.99 million	\$154,084	\$1.83 million	\$861,270
8	Venezuela	\$3.34 million	\$22,721	\$3.89 million	\$10,222	\$3.35 million	\$105,552	\$2.03 million	\$77,315
9	Bolivia	\$2.38 million	\$110,279	\$1.91 million	\$157,781	\$1.90 million	\$157,681	\$1.86 million	\$147,510
10	Chile	\$1.80 million	\$59,495	\$1.77 million	\$10,102	\$1.79 million	\$112,620	\$1.68 million	\$138,819
11	Haiti	\$1.27 million	\$9,433	\$1.36 million	\$31,367	\$1.43 million	\$220,177	\$1.47 million	\$214,748
12	El Salvador	\$1.02 million	\$251,959	\$1.22 million	\$6,032	\$964,100	\$283,267	\$946,600	\$411,052
13	Guatemala	\$1.15 million	\$25,959	\$1.12 million	\$5,587	\$1.35 million	\$150,000	\$1.11 million	\$242,014
14	Uruguay	\$1.22 million	\$41,971	\$1.43 million	\$6,745	\$1.48 million	\$38,900	\$1.29 million	\$39,030
15	Panama	\$1.16 million	\$17,456	\$1.25 million	\$11,007	\$1.23 million	\$11,007	\$1.22 million	\$86,720
16	Dominican Republic	\$1.14 million	\$27,008	\$1.20 million	\$9,644	\$1.11 million	\$0	\$1.06 million	\$85,960
17	Costa Rica	\$1.44 million	\$27,070	\$1.03 million	\$47,341	\$1.07 million	\$29,135	\$1.06 million	\$76,647

WHA POST PD SPENDING RANKED BY FY 2019 TOTAL SPENDING

	Country Name	FY 2016		FY 2017		FY 2018		FY 2019	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
18	Honduras	\$1.30 million	\$18,568	\$1.15 million	\$4,455	\$1.00 million	\$68,500	\$794,800	\$169,690
19	Jamaica	\$840,476	\$65,177	\$837,013	\$4,504	\$939,400	\$108,831	\$924,500	\$7,132
20	Nicaragua	\$1.08 million	\$89,710	\$947,331	\$67,871	\$553,230	\$19,856	\$680,600	\$125,873
21	Paraguay	\$819,277	\$139,273	\$719,625	\$7,194	\$744,009	\$52,335	\$678,200	\$102,276
22	Barbados & Eastern Caribbean	\$657,004	\$20,512	\$668,711	\$73,319	\$676,814	\$74,700	\$671,600	\$46,940
23	Trinidad and Tobago	\$714,552	\$47,139	\$921,961	\$41,165	\$695,280	\$26,555	\$633,300	\$32,665
24	Cuba	\$1.24 million	\$19,299	\$926,114	\$2,284	\$468,000	\$0	\$510,660	\$0
25	The Bahamas	\$244,140	\$6,743	\$240,599	\$1,301	\$250,200	\$12,950	\$243,200	\$4,200
26	Suriname	\$150,262	\$7,422	\$165,115	\$800	\$128,000	\$14,660	\$126,300	\$57,030
27	Belize	\$100,500	\$2,900	\$110,288	\$2,300	\$159,972	\$0	\$103,800	\$33,411
28	Guyana	\$109,381	\$42,250	\$95,300	\$800	\$66,500	\$0	\$96,500	\$4,520
29	Curacao	N/A	N/A	N/A	N/A	\$2,000	\$0	\$1,000	\$2,880

Country Profiles

U.S. Public Diplomacy in the Western Hemisphere



Argentina



\$3,673,594

PD Spending FY19

45,195,774

Population

\$9,887

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 2,736,690

Population: 45,195,774

Below 24 yrs. old: 39.21%

Refugee population: 3,468

Urban population: 92%

GDP/Capita: \$9,887

Unemployment: 9.79%

Below Poverty Line: 25.70%

Literacy Rate: 99%

Avg. Years of Education: 16.4 (M), 18.9 (F)

Social & Media Indicators

Inclusive Internet Index: 41st (Tied)

Social Progress Index: 42nd

Corruption Perception Index: 66th (Tied)

Economic Freedom Index: 149th (Mostly Unfree)

Good Country Index: 81st

Media Freedom Index: 57th

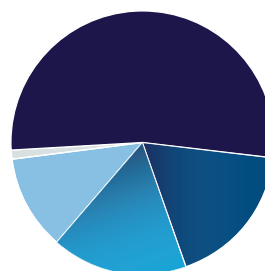
Internet Access/100: 74 (2017)

Mobile Phone/100: 132

Public Diplomacy Spending

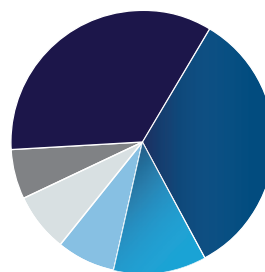
Total FY 2019 | DP (.7) \$3,300,000 | Supplemental \$373,594

Spending by Theme



Culture/Sports/American Society: \$1,885,979.65
Democracy/Good Governance/Rule of Law: \$629,709.34
Energy: \$595,831.41
Trade and Investment: \$406,173.26
Transnational Threats - Crime, Narcotics, Trafficking in Persons: \$39,021.17

Spending by Program



Post-Generated Exchanges: \$1,034,470.09
Educational Initiatives (not including English Language programs): \$1,006,285.99
American Spaces (Not Centers): \$343,370.96
Media/Press Activities: \$220,859.85
Cultural Programs (Post Generated): \$214,432.05
Public-Private Partnerships: \$177,044.62

Map Key: ■ Embassy ▲ Consulate

The Bahamas



\$247,400

PD Spending FY19

393,244

Population

\$33,261

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 10,010

Population: 393,244

Below 24 yrs. old: 37.43%

Refugee population: 15

Urban population: 83%

GDP/Capita: \$33,261

Unemployment: 10.36%

Below Poverty Line: 9%

Literacy Rate: 95%

Avg. Years of Education: 11.4 (M), 11.7 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: 29th

Economic Freedom Index: 69th (Moderately Free)

Good Country Index: 143rd

Media Freedom Index: Not Ranked

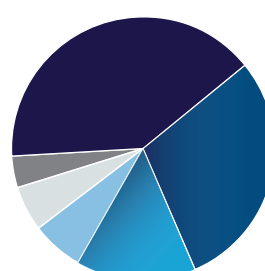
Internet Access/100: 85 (2017)

Mobile Phone/100: 99

Public Diplomacy Spending

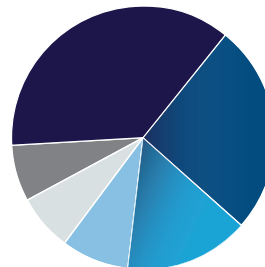
Total FY 2019 | DP (.7) \$243,200 | Supplemental \$4,200

Spending by Theme



Education: \$92,216.82
Entrepreneurship/Job Creation: \$68,129.65
Democracy/Good Governance/Rule of Law: \$33,937.92
Transnational Threats - Crime, Narcotics, Trafficking in Persons: \$14,573.26
Civil Society: \$13,248.97
Energy: \$8,534.83

Spending by Program



Support for Mission Initiatives: \$75,581.17
Supplementing ECA Programs: \$52,723.58
Media/Press Activities: \$31,183.03
Educational Advising & Promoting Study in the U.S.: \$16,994.59
Speaker Programs (Post Generated): \$14,415.87
American Spaces (Not Centers): \$14,030.03

Barbados

Post also oversees programs in Eastern Caribbean



\$718,540

PD Spending FY19

287,375

Population

\$18,069

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 430

Population: 287,375

Below 24 yrs. old: 29.83%

Refugee population: 1

Urban population: 31%

GDP/Capita: \$18,069

Unemployment: 10.33%

Below Poverty Line: N/A

Literacy Rate: 100%

Avg. Years of Education: 13.8 (M), 16.6 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 40th

Corruption Perception Index: 30th (Tied)

Economic Freedom Index: 92nd (Moderately Free)

Good Country Index: 99th

Media Freedom Index: 50th

Internet Access/100: 82 (2017)

Mobile Phone/100: 115

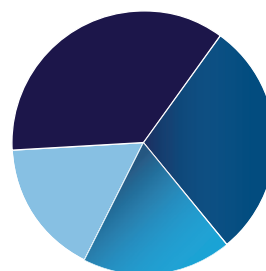
Note:

Country profile demographics and social indicators are for the primary country.

Public Diplomacy Spending

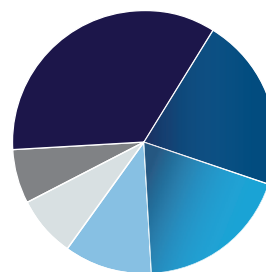
Total FY 2019 | DP (.7) \$671,600 | Supplemental \$46,940

Spending by Theme



Culture/Sports/American Society: \$187,201.11
Education: \$152,450.62
Youth Engagement: \$95,113.43
Science & Technology: \$86,595.99

Spending by Program



Support for Mission Initiatives: \$163,977.19
Cultural Programs (Post Generated): \$100,835.58
Speaker Programs (Post Generated): \$88,024.95
Supplementing ECA Programs: \$50,459.47
Alumni Outreach: \$36,399.44
Educational Advising & Promoting Study in the U.S.: \$30,291.22

Map Key: ■ Embassy ▲ Consulate

Belize



\$137,211

PD Spending FY19

397,628

Population

\$4,925

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 22,810

Population: 397,628

Below 24 yrs. old: 51.57%

Refugee population: 28

Urban population: 46%

GDP/Capita: \$4,925

Unemployment: 6.41%

Below Poverty Line: 40%

Literacy Rate: 70.30%

Avg. Years of Education: 12.9 (M), 13.4 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: 111th (Mostly Unfree)

Good Country Index: 127th

Media Freedom Index: 53rd

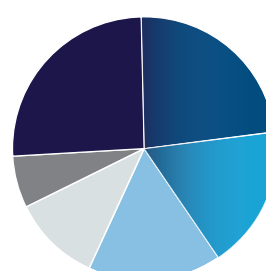
Internet Access/100: 47 (2017)

Mobile Phone/100: 86

Public Diplomacy Spending

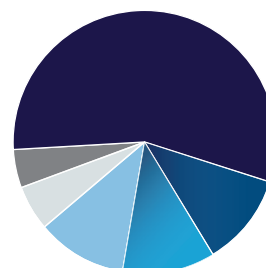
Total FY 2019 | DP (.7) \$103,800 | Supplemental \$33,411

Spending by Theme



Youth Engagement: \$27,541.76
Womens Empowerment: \$25,257.27
Sustainable Economic Growth & Well-Being: \$18,902.74
Democracy/Good Governance/Rule of Law: \$17,619.45
Culture/Sports/American Society: \$11,778.41
Human Rights: \$6,631.62

Spending by Program



Support for Mission Initiatives: \$59,847.47
Cultural Programs (Post Generated): \$12,068.25
Supplementing Bureau of Public Affairs Programs: \$12,068.25
Supplementing ECA Programs: \$12,068.25
Supplementing IIP Programs: \$6,032.58
Digital Outreach: \$4,881.81

Bolivia



\$2,007,510

PD Spending FY19

11,673,021

Population

\$3,670

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,083,300

Population: 11,673,021

Below 24 yrs. old: 49.55%

Refugee population: 810

Urban population: 69%

GDP/Capita: \$3,670

Unemployment: 3.50%

Below Poverty Line: 38.60%

Literacy Rate: 92% (2015)

Avg. Years of Education: 14 (M), 14 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 93rd

Corruption Perception Index: 123rd (Tied)

Economic Freedom Index: 175th (Repressed)

Good Country Index: 101st

Media Freedom Index: 113th

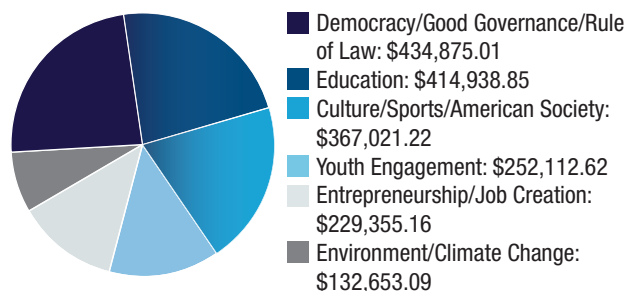
Internet Access/100: 44 (2017)

Mobile Phone/100: 101

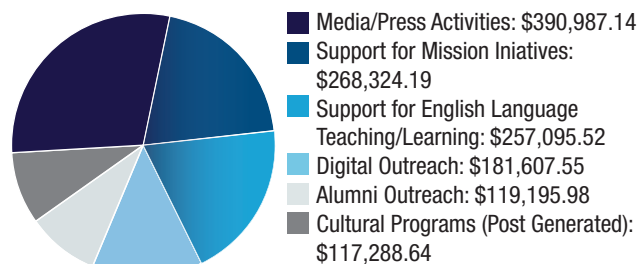
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,860,000 | Supplemental \$147,510

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Brazil



\$6,386,950

PD Spending FY19

212,559,417

Population

\$8,796

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 8,358,140

Population: 212,559,417

Below 24 yrs. old: 37.17%

Refugee population: 11,327

Urban population: 87%

GDP/Capita: \$8,796

Unemployment: 12.60%

Below Poverty Line: 21%

Literacy Rate: 93%

Avg. Years of Education: 15 (M), 15.8 (F)

Social & Media Indicators

Inclusive Internet Index: 34th

Social Progress Index: 49th

Corruption Perception Index: 106th (Tied)

Economic Freedom Index: 144th (Mostly Unfree)

Good Country Index: 72nd

Media Freedom Index: 105th

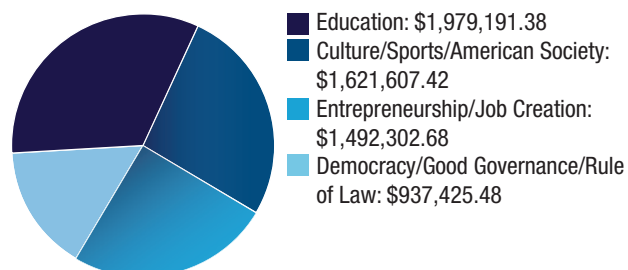
Internet Access/100: 70

Mobile Phone/100: 99

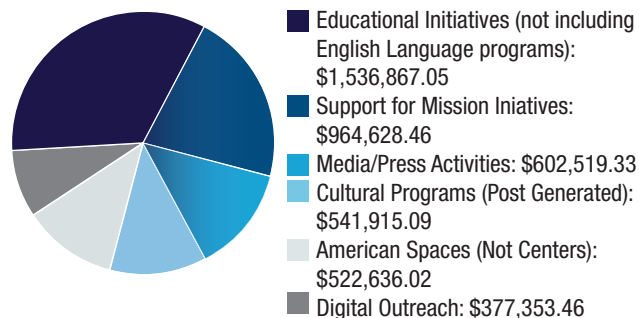
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$5,980,000 | Supplemental \$406,950

Spending by Theme



Spending by Program



Canada



\$2,851,757
PD Spending FY19

37,742,154
Population

\$46,212
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 9,093,510
Population: 37,742,154
Below 24 yrs. old: 27.13%
Refugee population: 114,109
Urban population: 81%
GDP/Capita: \$46,212
Unemployment: 13.70%
Below Poverty Line: 8.70%
Literacy Rate: 99%
Avg. Years of Education: 15.6 (M), 16.6 (F)

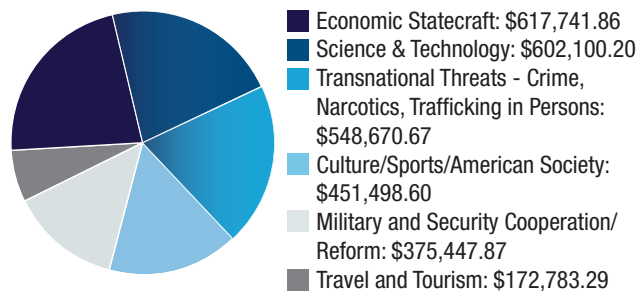
Social & Media Indicators

Inclusive Internet Index: 7th
Social Progress Index: 9th
Corruption Perception Index: 12th (Tied)
Economic Freedom Index: 9th (Mostly Free)
Good Country Index: 11th
Media Freedom Index: 18th
Internet Access/100: 91 (2017)
Mobile Phone/100: 90

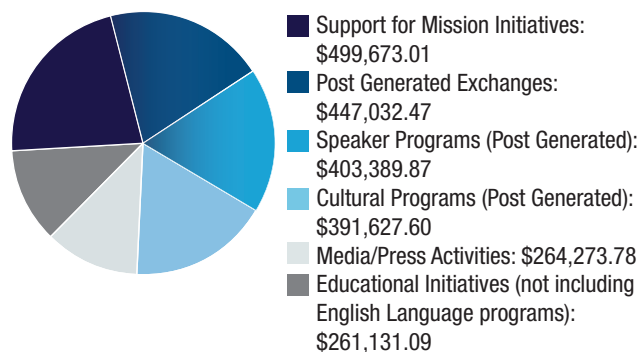
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,600,000 | Supplemental \$251,757

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Chile



\$1,818,819
PD Spending FY19

19,116,201
Population

\$15,399
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 743,532
Population: 19,116,201
Below 24 yrs. old: 33.63%
Refugee population: 2,033
Urban population: 88%
GDP/Capita: \$15,399
Unemployment: 7.09%
Below Poverty Line: 14.40%
Literacy Rate: 97%
Avg. Years of Education: 16.3 (M), 16.8 (F)

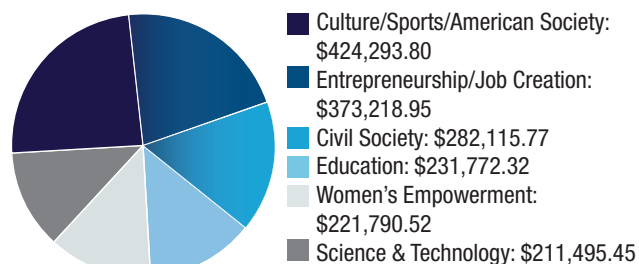
Social & Media Indicators

Inclusive Internet Index: 13th
Social Progress Index: 37th
Corruption Perception Index: 26th
Economic Freedom Index: 15th (Mostly Free)
Good Country Index: 35th
Media Freedom Index: 46th
Internet Access/100: 82 (2017)
Mobile Phone/100: 134

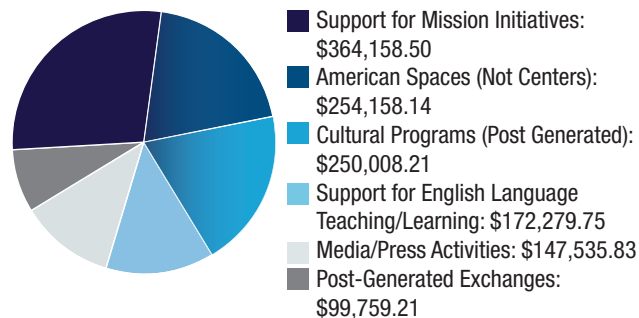
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,680,000 | Supplemental \$138,819

Spending by Theme



Spending by Program



Colombia



\$2,960,514
PD Spending FY19

50,882,891
Population

\$6,508
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,109,500
Population: 50,882,891
Below 24 yrs. old: 39.65%
Refugee population: 310
Urban population: 81%
GDP/Capita: \$6,508
Unemployment: 9.71%
Below Poverty Line: 28%
Literacy Rate: 95%
Avg. Years of Education: 14.3 (M), 14.9 (F)

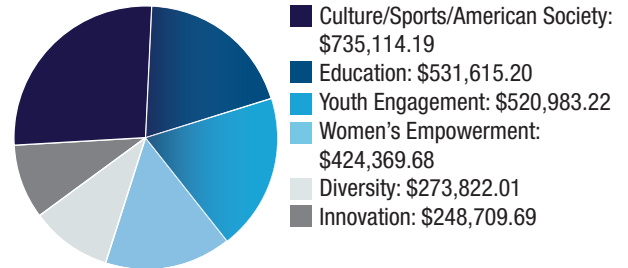
Social & Media Indicators

Inclusive Internet Index: 44th (Tied)
Social Progress Index: 60th
Corruption Perception Index: 96th (Tied)
Economic Freedom Index: 45th (Moderately Free)
Good Country Index: 64th
Media Freedom Index: 129th
Internet Access/100: 64
Mobile Phone/100: 130

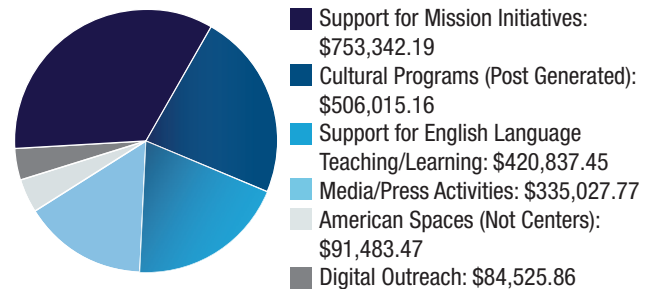
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,990,000 | Supplemental: \$970,514

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Costa Rica



\$1,136,647
PD Spending FY19

5,094,118
Population

\$12,014
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 51,060
Population: 5,094,118
Below 24 yrs. old: 37.27%
Refugee population: 4,547
Urban population: 79%
GDP/Capita: \$12,014
Unemployment: 11.85%
Below Poverty Line: 21.70%
Literacy Rate: 98%
Avg. Years of Education: 14.9 (M), 15.8 (F)

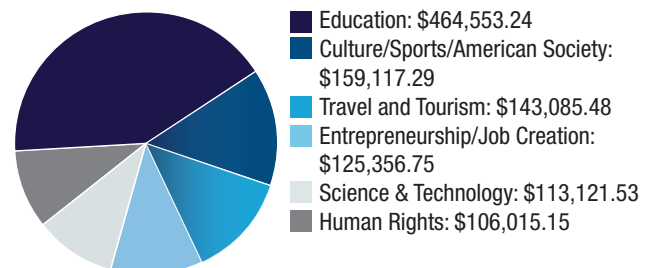
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 34th
Corruption Perception Index: 44th (Tied)
Economic Freedom Index: 68th (Moderately Free)
Good Country Index: 34th
Media Freedom Index: 10th
Internet Access/100: 74
Mobile Phone/100: 170

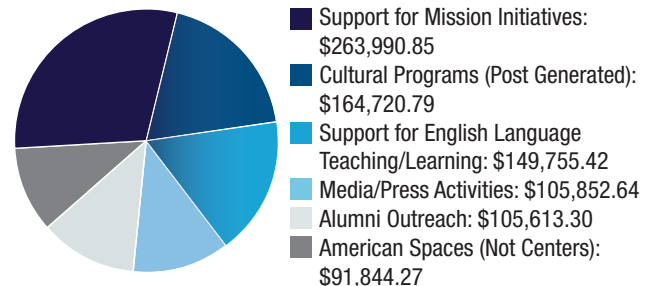
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,060,000 | Supplemental \$76,647

Spending by Theme



Spending by Program



Cuba



\$510,660

PD Spending FY19

11,326,616

Population

\$8,822

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 104,020

Population: 11,326,616

Below 24 yrs. old: 28.15%

Refugee population: 287

Urban population: 77%

GDP/Capita: \$8,822

Unemployment: 3%

Below Poverty Line: N/A

Literacy Rate: 100%

Avg. Years of Education: 13.9 (M), 14.8 (F)

Social & Media Indicators

Inclusive Internet Index: 84th (Tied)

Social Progress Index: 74th

Corruption Perception Index: 60th (Tied)

Economic Freedom Index: 178th (Repressed)

Good Country Index: Not Ranked

Media Freedom Index: 169th

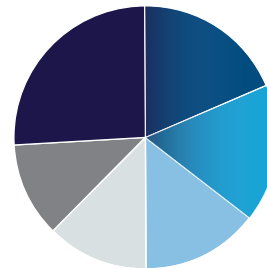
Internet Access/100: 57 (2017)

Mobile Phone/100: 47

Public Diplomacy Spending

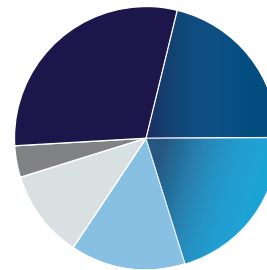
Total FY 2019 | DP (.7) \$510,660 | Supplemental \$0

Spending by Theme



Human Rights: \$118,365.24
Entrepreneurship/Job Creation: \$83,745.91
Education: \$77,036.14
Youth Engagement: \$65,496.87
Civil Society: \$56,717.97
Democracy/Good Governance/Rule of Law: \$52,219.88

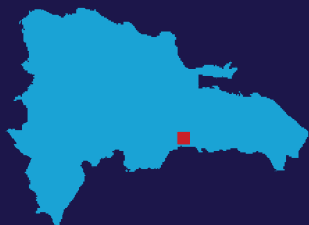
Spending by Program



Books & Publications: \$116,626.72
Support for Mission Initiatives: \$81,475.01
American Centers: \$79,841.98
Media/Press Activities: \$54,778.64
Cultural Programs (Post Generated): \$42,220.69
Digital Outreach: \$14,586.22

Map Key: ■ Embassy ▲ Consulate

Dominican Republic



\$1,145,960

PD Spending FY19

10,847,910

Population

\$8,629

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 48,310

Population: 10,847,910

Below 24 yrs. old: 45%

Refugee population: 170

Urban population: 81%

GDP/Capita: \$8,629

Unemployment: 5.90%

Below Poverty Line: 30.50%

Literacy Rate: 95% (2016)

Avg. Years of Education: 13.5 (M), 14.8 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 78th

Corruption Perception Index: 137th (Tied)

Economic Freedom Index: 95th (Moderately Free)

Good Country Index: 113th

Media Freedom Index: 55th

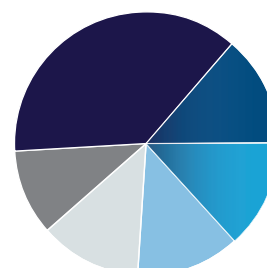
Internet Access/100: 75

Mobile Phone/100: 84

Public Diplomacy Spending

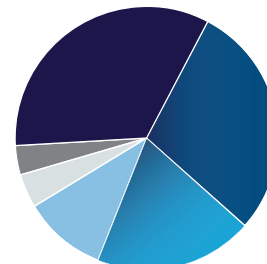
Total FY 2019 | DP (.7) \$1,060,000 | Supplemental \$85,960

Spending by Theme



Education: \$424,919.37
Civil Society: \$156,066.33
Civilian Security: \$150,280.71
Transnational Threats - Crime, Narcotics, Trafficking in Persons: \$145,508.84
Human Rights: \$142,477.62
Humanitarian Assistance; Disaster Mitigation: \$118,918.04

Spending by Program



Cultural Programs (Post Generated): \$342,182.49
Educational Initiatives (not including English Language programs): \$295,355.24
Media/Press Activities: \$197,305.52
Support for Mission Initiatives: \$105,211.74
Support for English Language Teaching/Learning: \$42,112.11
Digital Outreach: \$35,358.00

Ecuador



\$2,691,270
PD Spending FY19

17,643,054
Population

\$6,249
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 248,360
Population: 17,643,054
Below 24 yrs. old: 43.62%
Refugee population: 101,564
Urban population: 64%
GDP/Capita: \$6,249
Unemployment: 3.84%
Below Poverty Line: 21.50%
Literacy Rate: 93% (2017)
Avg. Years of Education: 14.1 (M), 15.7 (F)

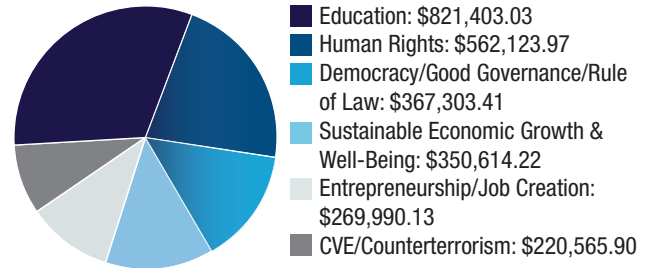
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 52nd
Corruption Perception Index: 93rd (Tied)
Economic Freedom Index: 158th (Mostly Unfree)
Good Country Index: 83rd
Media Freedom Index: 97th
Internet Access/100: 57 (2017)
Mobile Phone/100: 92

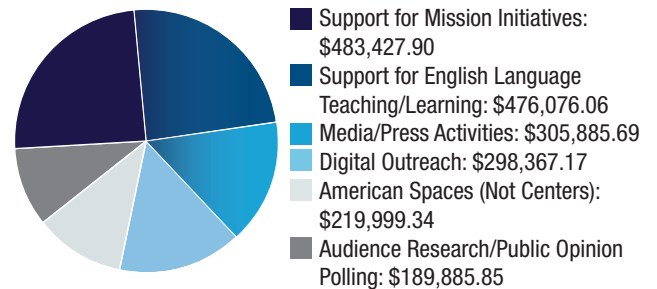
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,830,000 | Supplemental \$861,270

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

El Salvador



\$1,357,652
PD Spending FY19

6,486,205
Population

\$4,008
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 20,720
Population: 6,486,205
Below 24 yrs. old: 44.65%
Refugee population: 48
Urban population: 72%
GDP/Capita: \$4,008
Unemployment: 6.40%
Below Poverty Line: 25.70%
Literacy Rate: 89%
Avg. Years of Education: 12.2 (M), 11.9 (F)

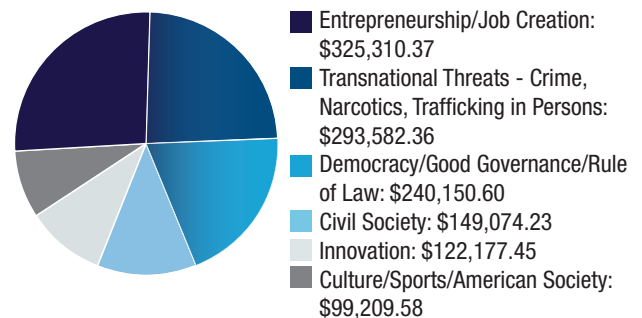
Social & Media Indicators

Inclusive Internet Index: 62nd
Social Progress Index: 88th
Corruption Perception Index: 113th (Tied)
Economic Freedom Index: 90th (Moderately Free)
Good Country Index: 103rd
Media Freedom Index: 81st
Internet Access/100: 34 (2017)
Mobile Phone/100: 147

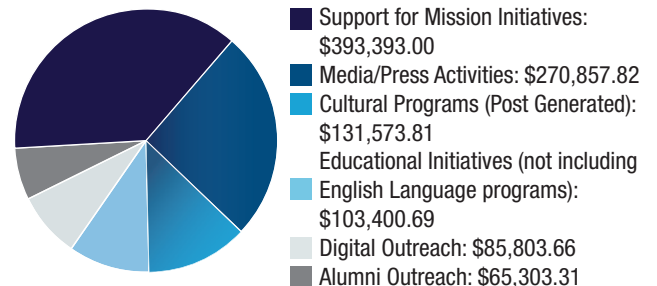
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$946,600 | Supplemental \$411,052

Spending by Theme



Spending by Program



Guatemala



1,352,014
PD Spending FY19

17,915,568
Population

\$4,616
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 107,160
Population: 17,915,568
Below 24 yrs. old: 53.44%
Refugee population: 390
Urban population: 51%
GDP/Capita: \$4,616
Unemployment: 2.75%
Below Poverty Line: 60%
Literacy Rate: 81% (2014)
Avg. Years of Education: 10.8 (M), 10.5 (F)

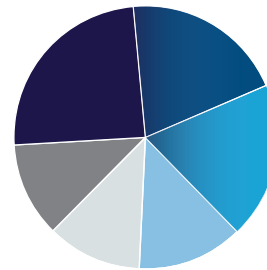
Social & Media Indicators

Inclusive Internet Index: 71st
Social Progress Index: 101st
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 73 (Moderately Free)
Good Country Index: 68th
Media Freedom Index: 116th
Internet Access/100: 65 (2017)
Mobile Phone/100: 119

Public Diplomacy Spending

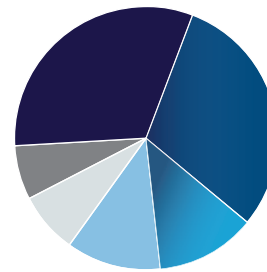
Total FY 2019 | DP (.7) \$1,110,000 | Supplemental \$242,014

Spending by Theme



- Democracy/Good Governance/Rule of Law: \$330,303.28
- Sustainable Economic Growth & Well-Being: \$264,709.28
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: \$258,243.65
- Youth Engagement: \$174,940.48
- Entrepreneurship/Job Creation: \$155,151.60
- Women's Empowerment: \$153,009.17

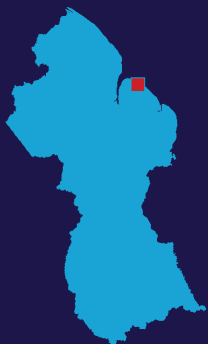
Spending by Program



- Support for Mission Initiatives: \$341,398.16
- Support for English Language Teaching/Learning: \$322,516.31
- Cultural Programs (Post Generated): \$131,520.25
- Post-Generated Exchanges: \$122,826.83
- Supplementing ECA Programs: \$81,936.56
- Media/Press Activities: \$69,227.86

Map Key: ■ Embassy ▲ Consulate

Guyana



\$101,020
PD Spending FY19

786,552
Population

\$5,252
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 196,850
Population: 786,552
Below 24 yrs. old: 45.14%
Refugee population: 23
Urban population: 27%
GDP/Capita: \$5,252
Unemployment: 12.22%
Below Poverty Line: 36%
Literacy Rate: 86% (2014)
Avg. Years of Education: 11.1 (M), 11.9 (F)

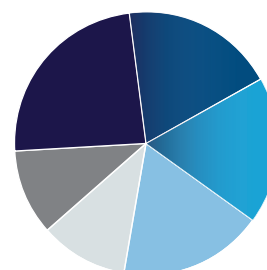
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 92nd
Corruption Perception Index: 85th (Tied)
Economic Freedom Index: 124th (Mostly Unfree)
Good Country Index: 117th
Media Freedom Index: 51st
Internet Access/100: 37 (2017)
Mobile Phone/100: 83 (2017)

Public Diplomacy Spending

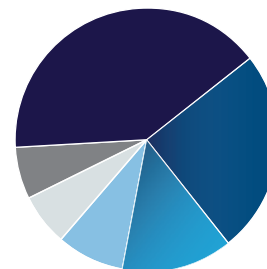
Total FY 2019 | DP (.7) \$96,500 | Supplemental \$4,520

Spending by Theme



- Democracy/Good Governance/Rule of Law: \$23,259.35
- Womens Empowerment: \$18,463.72
- Youth Engagement: \$17,647.69
- Civil Society: \$17,393.50
- Intellectual Property Rights (IPR)/ anti-Piracy: \$10,588.90
- Science & Technology: \$10,292.33

Spending by Program



- Support for Mission Initiatives: \$34,304.87
- Media/Press Activities: \$21,283.24
- Supplementing ECA Programs: \$11,655.66
- Educational Initiatives (not including English Language programs): \$7,156.60
- Alumni Outreach: \$5,694.35
- Books & Publications: \$5,268.34

Haiti



\$1,684,748
PD Spending FY19

11,402,528
Population

\$784
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 27,560
Population: 11,402,528
Below 24 yrs. old: 51.92%
Refugee population: 8
Urban population: 55%
GDP/Capita: \$784
Unemployment: 13.48%
Below Poverty Line: 59%
Literacy Rate: 62% (2016)
Avg. Years of Education: 10.4 (M), 9.6 (F)

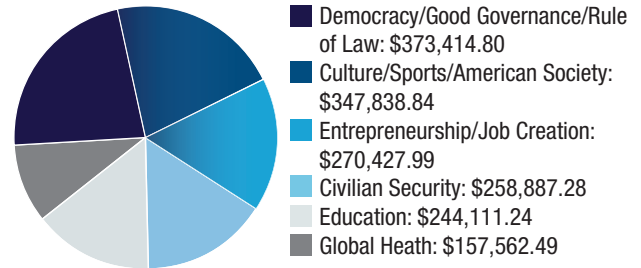
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 168th (Tied)
Economic Freedom Index: 153 (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 62nd
Internet Access/100: 32
Mobile Phone/100: 58

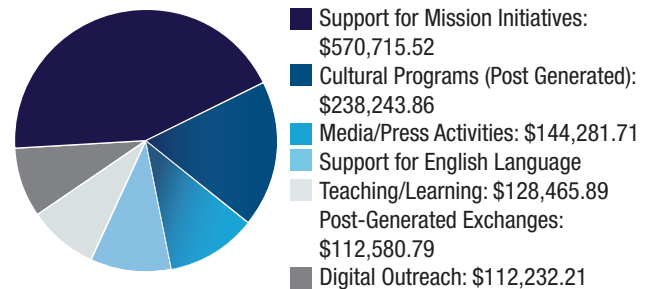
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,470,000 | Supplemental \$214,748

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Honduras



\$964,490
PD Spending FY19

9,904,607
Population

\$2,548
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 111,890
Population: 9,904,607
Below 24 yrs. old: 51.23%
Refugee population: 27
Urban population: 57%
GDP/Capita: \$2,548
Unemployment: 4.08%
Below Poverty Line: 48.30%
Literacy Rate: 87%
Avg. Years of Education: 9.8 (M), 10.6 (F)

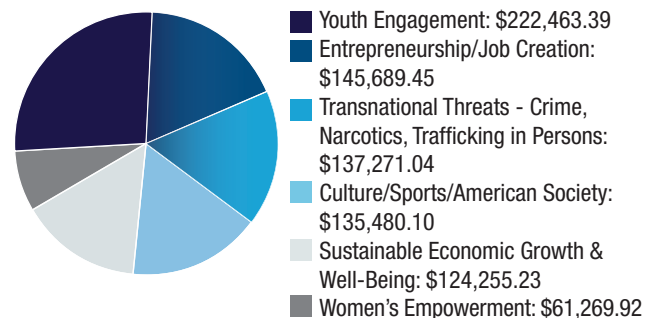
Social & Media Indicators

Inclusive Internet Index: 82nd
Social Progress Index: 98th
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 93 (Moderately Free)
Good Country Index: 120th
Media Freedom Index: 146th
Internet Access/100: 32 (2017)
Mobile Phone/100: 79

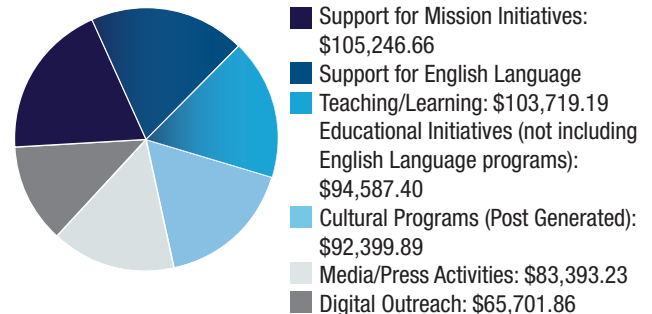
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$794,800 | Supplemental: \$169,690

Spending by Theme



Spending by Program



Jamaica



\$931,632
PD Spending FY19

2,961,167
Population

\$5,460
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 10,830
Population: 2,961,167
Below 24 yrs. old: 43.15%
Refugee population: 15
Urban population: 56%
GDP/Capita: \$5,460
Unemployment: 9.52%
Below Poverty Line: 17.10%
Literacy Rate: 88% (2014)
Avg. Years of Education: 12.4 (M), 13.9 (F)

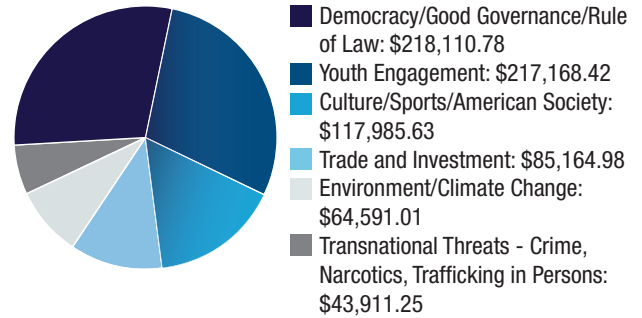
Social & Media Indicators

Inclusive Internet Index: 68th
Social Progress Index: 50th
Corruption Perception Index: 74th (Tied)
Economic Freedom Index: 49th (Moderately Free)
Good Country Index: 84th
Media Freedom Index: 8th
Internet Access/100: 55 (2017)
Mobile Phone/100: 101

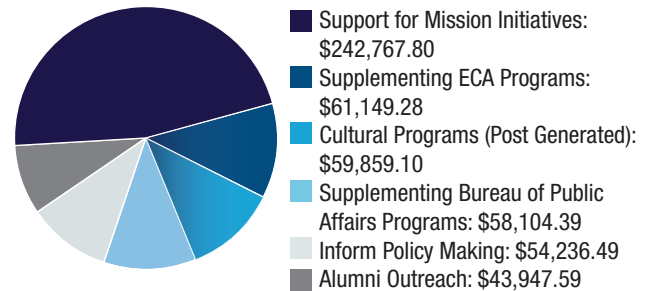
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$924,500 | Supplemental \$7,132

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Mexico



\$4,682,089
PD Spending FY19

128,932,753
Population

\$10,118
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,943,950
Population: 128,932,753
Below 24 yrs. old: 42.98%
Refugee population: 16,549
Urban population: 80%
GDP/Capita: \$10,118
Unemployment: 3.38%
Below Poverty Line: 44.20%
Literacy Rate: 95% (2018)
Avg. Years of Education: 14 (M), 14.6 (F)

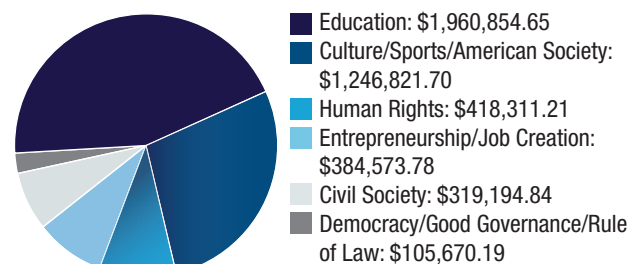
Social & Media Indicators

Inclusive Internet Index: 51st
Social Progress Index: 55th
Corruption Perception Index: 130th (Tied)
Economic Freedom Index: 67th (Moderately Free)
Good Country Index: 74th
Media Freedom Index: 144th
Internet Access/100: 66
Mobile Phone/100: 95

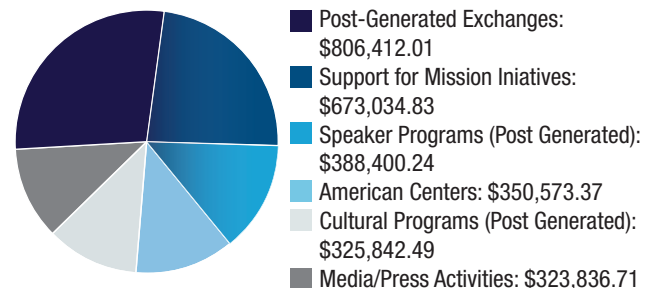
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$4,420,000 | Supplemental \$262,089

Spending by Theme



Spending by Program



Nicaragua



\$806,473
PD Spending FY19

6,624,554
Population

\$1,919
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 120,340
Population: 6,624,554
Below 24 yrs. old: 45.14%
Refugee population: 326
Urban population: 59%
GDP/Capita: \$1,919
Unemployment: 5.20%
Below Poverty Line: 30%
Literacy Rate: 83% (2015)
Avg. Years of Education: 11.9 (M), 12.5 (F)

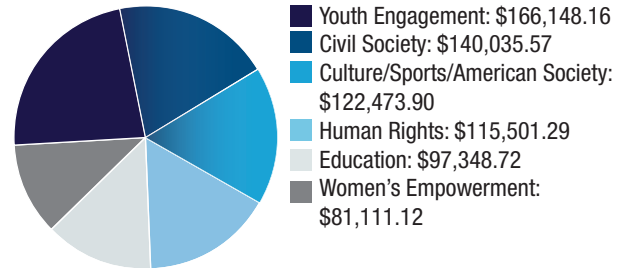
Social & Media Indicators

Inclusive Internet Index: 79th
Social Progress Index: 103rd
Corruption Perception Index: 161st
Economic Freedom Index: 115th (Mostly Unfree)
Good Country Index: 63rd
Media Freedom Index: 114th
Internet Access/100: 29 (2017)
Mobile Phone/100: 115

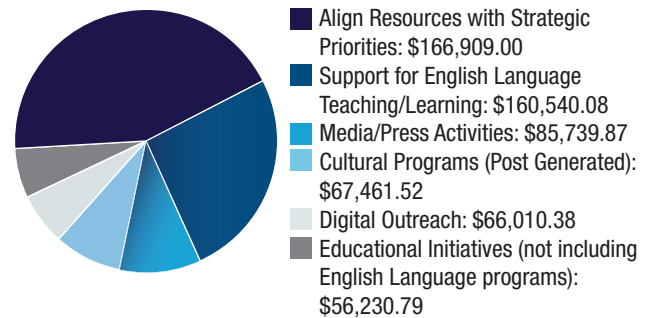
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$680,600 | Supplemental \$125,873

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Panama



\$1,306,720
PD Spending FY19

4,314,767
Population

\$16,245
GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 74,340
Population: 4,314,767
Below 24 yrs. old: 42.15%
Refugee population: 2,518
Urban population: 68%
GDP/Capita: \$16,245
Unemployment: 7.10%
Below Poverty Line: 12.70%
Literacy Rate: 95%
Avg. Years of Education: 12.1 (M), 13.3 (F)

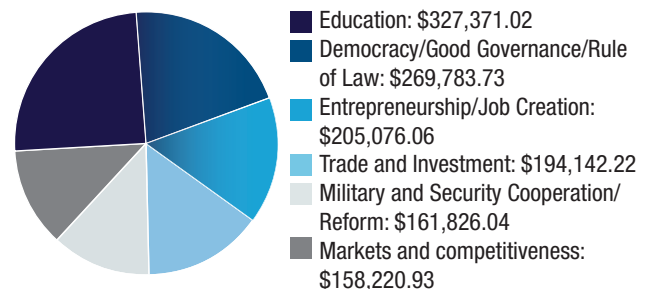
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 47th
Corruption Perception Index: 101st (Tied)
Economic Freedom Index: 55th (Moderately Free)
Good Country Index: 73rd
Media Freedom Index: 79th
Internet Access/100: 58 (2017)
Mobile Phone/100: 137

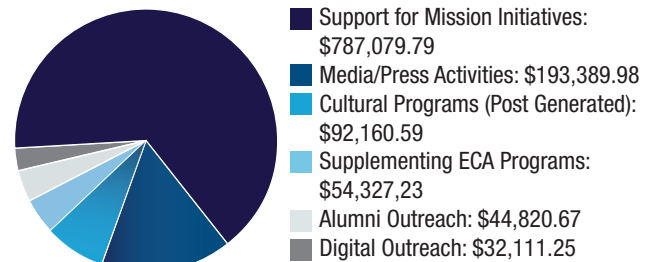
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,220,000 | Supplemental \$86,720

Spending by Theme



Spending by Program



Paraguay



\$780,476

PD Spending FY19

7,132,538

Population

\$5,692

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 397,300

Population: 7,132,538

Below 24 yrs. old: 41.12%

Refugee population: 266

Urban population: 62%

GDP/Capita: \$5,692

Unemployment: 4.53%

Below Poverty Line: 23.50%

Literacy Rate: 94%

Avg. Years of Education: 12.2 (M), 13.2 (F)

Social & Media Indicators

Inclusive Internet Index: 58th

Social Progress Index: 77th

Corruption Perception Index: 137th (Tied)

Economic Freedom Index: 80th (Moderately Free)

Good Country Index: 107th

Media Freedom Index: 99th

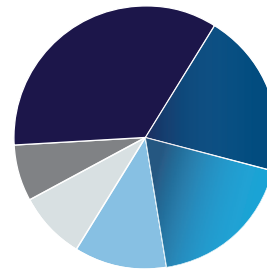
Internet Access/100: 65

Mobile Phone/100: 107

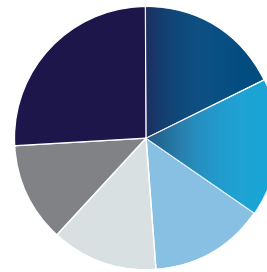
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$678,200 | Supplemental \$102,276

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Peru



\$2,809,785

PD Spending FY19

32,971,854

Population

\$7,046

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 1,280,000

Population: 32,971,854

Below 24 yrs. old: 42.64%

Refugee population: 2,529

Urban population: 78%

GDP/Capita: \$7,046

Unemployment: 2.90%

Below Poverty Line: 20.50%

Literacy Rate: 94%

Avg. Years of Education: 13.7 (M), 14.1 (F)

Social & Media Indicators

Inclusive Internet Index: 54th

Social Progress Index: 57th

Corruption Perception Index: 101st (Tied)

Economic Freedom Index: 51st (Moderately Free)

Good Country Index: 79th

Media Freedom Index: 85th

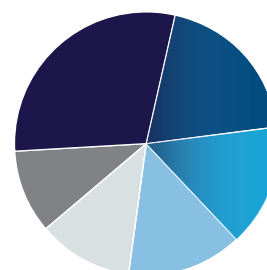
Internet Access/100: 53

Mobile Phone/100: 124 (2017)

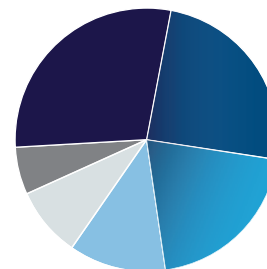
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,250,000 | Supplemental \$559,785

Spending by Theme



Spending by Program



Suriname



\$183,330

PD Spending FY19

586,632

Population

\$6,310

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 156,000

Population: 586,632

Below 24 yrs. old: 40.58%

Refugee population: 43

Urban population: 66%

GDP/Capita: \$6,310

Unemployment: ~9%

Below Poverty Line: 47%

Literacy Rate: 94%

Avg. Years of Education: 12.4 (M), 13.4 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 75th

Corruption Perception Index: 70th (Tied)

Economic Freedom Index: 163rd (Repressed)

Good Country Index: 149th

Media Freedom Index: 20th

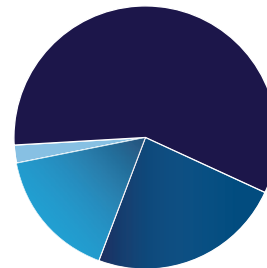
Internet Access/100: 49 (2017)

Mobile Phone/100: 131

Public Diplomacy Spending

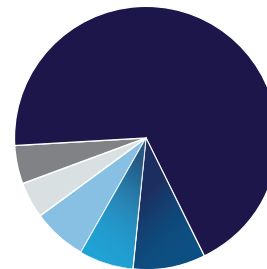
Total FY 2019 | DP (.7) \$126,300 | Supplemental \$57,030

Spending by Theme



Culture/Sports/American Society: \$79,993.21
Democracy/Good Governance/Rule of Law: \$32,837.60
Economic Statecraft: \$22,285.24
Military and Security Cooperation/Reform: \$2,951.35

Spending by Program



Support for Mission Initiatives: \$90,766.79
Alumni Outreach: \$11,805.39
Post Generated Exchanges: \$8,853.57
Supplementing ECA Programs: \$8,853.57
Cultural Programs (Post Generated): \$5,902.69
Media/Press Activities: \$5,902.69

Map Key: ■ Embassy ▲ Consulate

Trinidad and Tobago



\$665,965

PD Spending FY19

1,399,488

Population

\$16,365

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 5,130

Population: 1,399,488

Below 24 yrs. old: 30.29%

Refugee population: 785

Urban population: 53%

GDP/Capita: \$16,365

Unemployment: 2.81%

Below Poverty Line: 20%

Literacy Rate: 99%

Avg. Years of Education: 12 (M), 13.8 (F)

Social & Media Indicators

Inclusive Internet Index: 60th (Tied)

Social Progress Index: Not Ranked

Corruption Perception Index: 85th (Tied)

Economic Freedom Index: 109th (Mostly Unfree)

Good Country Index: 122nd

Media Freedom Index: 39th

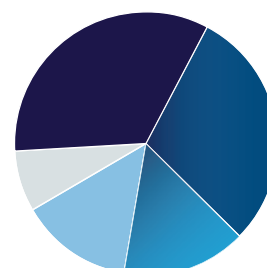
Internet Access/100: 77 (2017)

Mobile Phone/100: 142

Public Diplomacy Spending

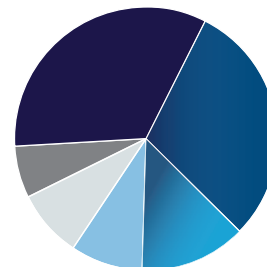
Total FY 2019 | DP (.7) \$633,300 | Supplemental \$32,665

Spending by Theme



Democracy/Good Governance/Rule of Law: \$187,108.95
CVE/Counterterrorism: \$165,114.74
Education: \$84,657.35
Entrepreneurship/Job Creation: \$77,070.58
Civil Society: \$41,213.98

Spending by Program



Support for Mission Initiatives: \$153,329.31
Post Generated Exchanges: \$137,288.93
Digital Outreach: \$59,184.49
Media/Press Activities: \$40,525.98
Supplementing ECA Programs: \$38,445.69
Cultural Programs (Post Generated): \$28,706.68

Uruguay



\$1,329,030

PD Spending FY19

3,473,730

Population

\$17,029

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 175,020

Population: 3,473,730

Below 24 yrs. old: 34.65%

Refugee population: 391

Urban population: 95%

GDP/Capita: \$17,029

Unemployment: 7.94%

Below Poverty Line: 9.70%

Literacy Rate: 99%

Avg. Years of Education: 15.1 (M), 17.1 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 41st

Corruption Perception Index: 21st (Tied)

Economic Freedom Index: 47th (Moderately Free)

Good Country Index: 49th

Media Freedom Index: 19th

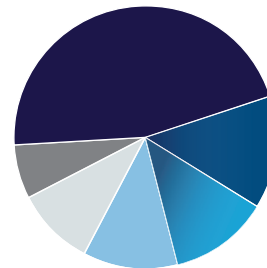
Internet Access/100: 75

Mobile Phone/100: 150

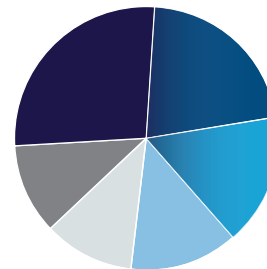
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$1,290,000 | Supplemental \$39,030

Spending by Theme



Spending by Program



Map Key: ■ Embassy ▲ Consulate

Venezuela



\$2,107,315

PD Spending FY19

28,515,829

Population

\$2,547

GDP/Capita

Demographics & Literacy

Geographic Area (sq. km.): 882,050

Population: 28,515,829

Below 24 yrs. old: 41.80%

Refugee population: 67,289

Urban population: 88%

GDP/Capita: \$2,547

Unemployment: 9.08%

Below Poverty Line: 90%

Literacy Rate: 97%

Avg. Years of Education: 11.8 (M), 13.8 (F)

Social & Media Indicators

Inclusive Internet Index: 75th

Social Progress Index: Not Ranked

Corruption Perception Index: 173rd (Tied)

Economic Freedom Index: 179th (Repressed)

Good Country Index: 137th

Media Freedom Index: 148th

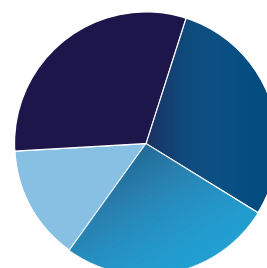
Internet Access/100: 72 (2017)

Mobile Phone/100: 72

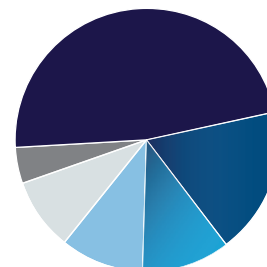
Public Diplomacy Spending

Total FY 2019 | DP (.7) \$2,030,000 | Supplemental \$77,315

Spending by Theme



Spending by Program



FUNCTIONAL BUREAU PUBLIC DIPLOMACY ACTIVITIES



A coding team participates in OES's international Zoohackathon program in Manila, Philippines (November 2019).



FUNCTIONAL BUREAU PUBLIC DIPLOMACY ACTIVITIES

Introduction to Functional Bureaus

In the Department of State's organizational structure, there exist both regional bureaus and functional bureaus. While the six regional bureaus and the Bureau of International Organizations report to the Under Secretary for Political Affairs and have primary responsibility for bilateral and multilateral relations with countries and organizations in their regions, there are more than 30 functional bureaus that serve as the thematic lead on global issues such as human rights, counterterrorism, conflict, and the environment.

While the bureaus primarily responsible for Public Diplomacy activities in Washington (ECA, GPA, GEC, and R) are detailed in previous chapters, this section of the report showcases efforts undertaken by press and public diplomacy teams within some of the other functional bureaus to ensure sustained and effective outreach and messaging on cross-cutting foreign policy initiatives. These activities are largely bureau funded and managed, but some offices also receive (.7) PD funds from the Under Secretary for Public Diplomacy and Public Affairs (R). Where available, budget data is provided.

BUREAU OF CONSULAR AFFAIRS (CA)

The bureau receives no Public Diplomacy (.7) program funds.

Strategic Overview

The Bureau of Consular Affairs (CA) is the public face of the Department of State for millions of people across the United States and around the world. CA is responsible for the welfare and protection of U.S. citizens abroad, for the issuance of passports and other documentation to U.S. citizens and nationals, and for the protection of U.S. border security and the facilitation of legitimate travel to the United States.

The CA Office of Public and Congressional Affairs (CA/P) leads strategic communications planning and outreach in support of the bureau's core objectives. Working closely with other CA offices and Department bureaus, CA/P conducts a broad range of public outreach activities – including through traditional and social media, the travel.state.gov website, Congressional affairs, and stakeholder engagement – to articulate consular policies and communicate CA's mission of safety, security, and service to the American people. CA/P also provides communications guidance and outreach tools to U.S. embassies and consulates to assist in informing and serving customers abroad, including millions of visa applicants and more than 10 million U.S. citizens who reside overseas.

The CA/P office includes a Press and Executive Communications Unit, a Congressional Affairs Unit, and an Outreach Unit, which handles travel industry outreach, digital engagement, graphic design, and coordination with U.S. local law enforcement on issues involving consular notification and access under the Vienna Convention on Consular Relations of 1963. The office has 12 Foreign Service Officers, ten Civil Service employees and five contractors.

Advocacy

In 2019, CA developed and implemented a year-long series of outreach campaigns designed to advise customers of passport, visa, and travel requirements and empower U.S. citizens to make informed decisions when they travel overseas. Campaigns centered around seasonal travel such as winter holidays, spring break, and summer vacation; cruise travel safety; tips for applying for a U.S. passport; tips to avoid international scams; and safety advice for adventure travelers. CA participated in eight travel and adventure shows across the United States to deliver key safety and security messages to thousands of exhibitors and attendees, network with industry experts, and facilitate onsite passport acceptance from the public. CA/P also conducted ten regional outreach trips, which resulted in direct engagement with nearly 350 international student advisors, study abroad coordinators, and community-based organizations.

The CA Press Team led the bureau's engagement with U.S. and international media on a wide range of consular issues to include cases involving the death or detention of U.S. citizens abroad, U.S. visa policy, U.S. passport processing, advice on international travel, international parental child abduction, intercountry adoption, and assistance to U.S. citizens during a crisis overseas. CA/Press curated and shared consular messaging templates with U.S. embassies and consulates to support overseas media engagement, and worked closely with USG interagency counterparts on broader issues such as hostage affairs and visa and immigration policy. Major media campaigns in 2019 focused on updates to the State Department Travel Advisory system, tourism safety, seasonal travel tips, visa policy updates (e.g. public charge requirements, social media collection for visa applications, and presidential proclamations restricting inbound travel), and efforts to bring hostages and wrongful detainees home.

2019 marked the 40th anniversary of the creation of the Bureau of Consular Affairs. The bureau conducted a range of outreach in commemoration of this milestone – and the 230th anniversary of the Department of State – including a Secretary of State-hosted reception, media and public tours, and preparation of a virtual exhibit celebrating seminal moments in consular history and the Department's commitment to service.

Social Media Platforms and Major Activities

CA maintains an active presence on Facebook, Twitter, and Instagram, and ended the year with more than one million combined followers across its TravelGov accounts. CA digital engagement prioritizes sharing timely and actionable information with U.S. and international travelers, primarily regarding travel safety developments overseas and updates to visa and passport processing. The digital team maintains a focused editorial calendar with monthly content themes designed to support broader consular outreach campaigns, such as spring break safety, summer travel, romance scams, storm season safety, cruise passenger travel, adventure travel, overseas voting, and more. CA partnered with the Bureau of Global Public Affairs to share content on passport renewals and safe holiday travel on the Department's flagship social media platforms. The unit emphasizes active two-way engagement and conducted ten Facebook Live events in 2019 on popular topics such as summer work and travel programs, the Diversity Visa program, and holiday travel safety tips (in collaboration with the U.S. Transportation Security Administration). In 2019, CA launched its Instagram account to engage a key growing audience segment – younger travelers – with compelling visual storytelling and travel tips.

TravelGov platforms play a central role during overseas crises such as natural disasters, terrorist attacks, or civil unrest, as U.S. citizens – both overseas and domestic – turn to these accounts for the latest safety and security updates. In 2019, the digital engagement team led the Department's response to Hurricane Dorian, terrorist attacks in Egypt and France, and political unrest in South America. CA/P also ran a comprehensive training program for social media practitioners at more than 50 U.S. embassies and consulates to share crisis communications best practices and messaging templates.

Representative Public Diplomacy Programs

- **Tourism Safety and Adventure Travel** – In Fall 2019, CA led a multifaceted outreach campaign to provide new safety information to a growing number of Americans engaged in adventurous, off-the-beaten-path tourism. CA/P published new resources on TravelGov platforms and conducted extensive traditional and social media engagement and close coordination with travel industry stakeholders.
- **Passport Awareness** – Throughout the year, CA/P led focused outreach efforts designed to reduce common application errors (such as poor quality passport photos or lack of dual parent consent for minor applicants) and to encourage travelers to apply during off-peak seasons to ensure faster processing. This year-long campaign included targeted outreach to communities along the U.S.-Mexico border to apply for passport books and cards in order to save time at congested land border crossings.



CA Adventure Travel Safety Campaign

BUREAU OF CONFLICT AND STABILIZATION OPERATIONS (CSO)

The bureau receives no Public Diplomacy (.7) program funds.

Strategic Overview

The Bureau of Conflict and Stabilization Operations (CSO) anticipates, prevents, and responds to conflicts that undermine U.S. national security. CSO's lines of effort include strategic prevention, conflict resolution, and security sector stabilization. The bureau's efforts to reduce fragility, strengthen institutions, and increase cohesion in priority countries align directly with U.S. foreign policy objectives.

Within CSO, the Office of Communications, Policy, and Partnerships (CPP) promotes CSO's strategic priorities through focused messaging to Congress, policy influencers at non-governmental organizations (NGOs) and think tanks, academic institutions, interagency counterparts, Department of State colleagues, foreign diplomats, and partners overseas. CSO's targeted messaging and public affairs efforts reinforce key partnerships, support diplomatic stabilization initiatives, and help to institutionalize conflict prevention and stabilization capabilities through applied learning, training, and tools.

CPP staff members include three Foreign Service Officers, seven Civil Service employees, a Department of Defense detailee, and a Veteran's Innovation Program Fellow.

Advocacy

Domestic engagements with civil society and bipartisan organizations contribute directly to the mission of the Department of State's Global Public Affairs Bureau (GPA). To align with GPA priorities for U.S. engagements, CSO/CPP focused on informing the American public of the bureau's role to uphold U.S. national security interests and advance U.S. foreign policy priorities using advanced data analytics and imbedded stabilization advisors in high threat regions.

In 2019, CSO representatives participated in more than 85 public speaking engagements, reaching an audience of more than 80,000, including U.S. domestic/overseas civil society and multilateral organizations, academic representatives, and government officials. In addition, CSO officials gave interviews to Al-Monitor, Devex, The Diplomat, and a number of other news outlets, podcasts, and academic institutions. Through media and public engagement, CSO strengthens strategic partnerships by enhancing conflict prevention and stabilization efforts. A public affairs specialist serves as Congressional Liaison, with responsibilities for Hill engagements, Congressional Notification/inquiry responses, and handling legislative-sourced taskers and reports.

Social Media Platforms and Major Activities

CSO maintains an active Twitter account (@CSOAsstSec), with approximately 9,600 followers as of December 30, 2019. The bureau Facebook page was deactivated in April 2019.

Representative Public Diplomacy Programs

- **Speaking Engagements:** CSO engaged prominent leaders in business, academia, foreign policy, and the military. The bureau's Assistant Secretary met with the Advisory Committee of the U.S. Global Leadership Coalition (USGLC), a broad-based coalition of over 500 organizations, to learn about their local contributions to development and diplomacy and to share the importance of CSO's efforts to promote stability in high conflict regions globally. Throughout the year, CSO participated in various outreach engagements with the USGLC. These events highlighted the bureau's mission to anticipate, prevent, and respond to conflict by creating partnerships and leveraging data to influence policy decisions and programming. These opportunities underscored the importance of a strong partnership among defense, diplomacy, and development elements in strengthening national security.
- **Interactive Story Maps:** The bureau developed public access story maps for Ukraine and Venezuela to provide an easily understandable visualization of the impact of conflict in these conflict zones. Utilizing innovative satellite imagery and statistical data, CSO/CPP maintained and updated these maps, each of which depicted key strategic concerns, challenges, and principal actors. CPP supported CSO presentations at the 2019 United Nations General Assembly that addressed UN peacekeeping and political missions, as well as stabilization operations. CPP created several products for this important annual gathering and supported a special session in the form of an interactive workshop focusing on Mali as a case study that convened local actors and international stakeholders involved in stabilization efforts.
- **Instability Monitoring and Analysis Platform:** CPP supported the official launch event of the Instability Monitoring and Analysis Platform (IMAP), a resource for cutting edge analysis on conflict and instability. CPP's contributions included planning, social media messaging and engagement, technical and IT support, oversight of design and printing of collateral materials, photographic documentation, and video production.

BUREAU OF COUNTERTERRORISM (CT)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$0	\$0	\$28,038	\$54,000	\$54,000

Strategic Overview

The Bureau of Counterterrorism (CT) leads the State Department in developing and implementing counterterrorism strategies, policies, operations, and programs through bilateral and multilateral efforts. The bureau supports U.S. counterterrorism diplomacy, seeks to strengthen domestic security, develops and coordinates efforts to counter violent extremism, and builds the capacity of partner nations to deal with terrorism effectively. The CT staff works with colleagues across the Department and the interagency community, serving as a hub for the State Department's countering violent extremism (CVE) policy planning, assistance coordination and innovation, and external engagement. The bureau also facilitates strategic coordination outside the Department with USAID's CVE secretariat and the Department of Homeland Security's Office for Targeted Violence and Terrorism Prevention and Office for Civil Rights and Civil Liberties.

The Under Secretary for Public Diplomacy and Public Affairs provides funding support for one policy advisor position in CT to focus on CVE-related public diplomacy issues and to support the implementation of the Bureau's public diplomacy strategy. The policy advisor serves as the Bureau's lead for public diplomacy related efforts on countering violent extremism and oversees the implementation of programs supported with FY 2018 and FY 2019 appropriated Public Diplomacy (.7) funds. CT's Office of Public Affairs has two Civil Service employees who reach out to domestic and international

audiences, including media, academic organizations, non-governmental organizations, interest-based organizations, and the general public. The bureau's public engagement builds support and deepens understanding for CT's objectives, policies, and initiatives.

Social Media Platforms and Major Activities

CT has a Twitter handle (@StateDeptCT) maintained by a social media manager who publicizes CT efforts and engages with relevant CT audiences. As of April 2020, the account had more than 24,000 followers in 150 countries. CT uses the Bureau of Global Public Affairs' Facebook page to publicize high-profile events and programs. To amplify the rollout of the annual, congressionally-mandated Country Reports on Terrorism, CT works closely with GPA, the regional bureaus, and U.S. missions overseas.

Representative Public Diplomacy Programs

CT's Office of Public Affairs supported speaker programs and workshops in Jordan, Kazakhstan, Kosovo, Kyrgyzstan, the Maldives, and North Macedonia on psychosocial efforts to rehabilitate and reintegrate the families of foreign terrorist fighters repatriated from Syria and Iraq, as well as a speaker program on racially and ethnically motivated terrorism in Austria and Belgium.



BUREAU OF DEMOCRACY, HUMAN RIGHTS, AND LABOR (DRL)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$155,000	\$155,000	\$155,000	\$155,000	\$155,000

Strategic Overview

The Bureau of Democracy, Human Rights, and Labor (DRL) champions American values, including the rule of law, democratic institutions, labor rights, and individual rights. The bureau works with a broad range of stakeholders including Congress, foreign governments, multilateral organizations, civil society, religious leaders, and the private sector. DRL also fulfills its Congressionally mandated reporting requirements by producing the annual Country Reports on Human Rights Practices (the Human Rights Reports or HRR), among others. DRL supports the policy priorities of promoting democracy, human rights, and labor initiatives globally by managing and implementing the Department's Human Rights and Democracy Fund (HRDF). The HRDF, which was established by Congress in 1998, provides approximately \$160 million in (non-PD) foreign assistance funding. In addition to the HRDF funds, DRL receives additional Economic Support Funds, totaling approximately \$250 million in funding.

DRL complements bilateral and multilateral diplomacy by using public affairs and public diplomacy tools to promote respect for internationally recognized human rights and fundamental freedoms. DRL's public diplomacy efforts support the Department's policy objectives, which include initiatives to promote national security, mitigate extremism and defeat global terrorist threats, advance prosperity, and support the role of civil society. To achieve policy goals, the bureau's Office of Policy Planning and Public Diplomacy (DRL/PPD) engages target audiences including civil society, academia and think tanks, youth, labor and trade unions, emerging opinion leaders, and governments.

DRL/PPD includes two Foreign Service and six Civil Service employees and two contractors. The office focuses on four lines of effort: Media Engagement, Public Diplomacy, Congressional Affairs, and Strategic Planning and Budget.

Advocacy

In 2019, DRL advanced key human rights issues by strategically pitching, coordinating, and preparing bureau principals for press briefings with journalists around the world and one-on-one interviews with outlets such as The Economist, Al Jazeera, The Financial Times, and Voice of America (VOA), among others. Interviews covered such issues as labor rights; accountability for human rights abuses in Xinjiang; global human rights concerns; human rights violations in Venezuela, Iran, and Syria; and the administration's commitment to disability rights. DRL shaped narratives with its public announcements of the Human Rights Reports and targeted events focusing on topics such as the Chinese government's systematic repression of fundamental freedoms. DRL also drafted and cleared media notes, press statements from the Secretary of State and Department Spokesperson on breaking events and commemorative

days, and press guidance for the Spokesperson and other Department principals to promote human rights and good governance. Key PD advocacy initiatives included:

- **Small Grants:** Promoting democracy and human rights through small PD grants. DRL/PPD supported the development of Internet freedom laws in Cambodia through a small grant funding the work of an expert on integrating human rights into cybersecurity legislation to ensure that stakeholders, particularly civil society and academia, were consulted during the law's development and implementation.
- **Interactive Discussions:** Collaborating with the Bureau of Educational and Cultural Affairs (ECA) to facilitate livestreamed discussions and Q&As with visiting exchange participants that highlight the work of human rights defenders around the world. In collaboration with the Bureau of Global Public Affairs (GPA), DRL hosts interactive digital dialogues and panel discussions that connect U.S. missions' Public Affairs Sections and foreign audiences with U.S. government officials and U.S. and international human rights and labor experts. These discussions are often translated into local languages using DRL's PD funds.
- **Video Editorials:** Collaborating with the U.S. Agency for Global Media (USAGM) to produce video editorials—featuring DRL or Department principals—that explain the U.S. position on human rights principles. These videos are translated into multiple languages and released through Voice of America platforms.

Social Media Platforms and Major Activities

DRL's digital engagement platforms include one Facebook page and two Twitter accounts that collectively reach approximately 2.5 million individuals worldwide and disseminate compelling messages on key bureau goals, pushing back against disinformation, calling out authoritarian abusers, and promoting accountability for abuse. The team also manages content on the Department of State website (state.gov) that offers information about U.S. policies and priorities on human rights and democracy. Additionally, DRL/PPD develops PD toolkits, infographics, and presentation materials for publication on these platforms. Key examples include:

- **Digital Interactive Content:** DRL/PPD facilitated digital interactives on its Facebook page, discussing themes such as press freedom, anti-corruption efforts in Latin America, and Chinese repression in Xinjiang. These digital interactives highlighted individuals and organizations that advocate for democratic governance and human rights around the world.

- **Nicaragua Political Prisoners Campaign:** In April 2019, DRL developed a social media campaign highlighting the plight of political prisoners in Nicaragua. The campaign coincided with the one-year anniversary of the pro-democracy protests that erupted against the Ortega government in 2018 and ran through World Press Freedom Day on May 3 and the UN Universal Periodic Review of Nicaragua on May 15. The campaign publicized the Government of Nicaragua's lack of compliance on the issue of political prisoners and called for their immediate and unconditional release.
- **Campaign on CCP Repression in Xinjiang:** In May 2019, DRL created a month-long social media campaign highlighting the Chinese Communist Party's repression of Uighurs and other Muslim minority individuals in Xinjiang.

The campaign complemented the bureau's wider advocacy on the topic, touching on such topics as forced labor, invasive surveillance of citizens, and religious freedom and sought to promote accountability for human rights abuse.

- **Highlighting Human Rights Abuses in Venezuela:** DRL/PPD partnered with the Bureau of Western Hemisphere Affairs to ensure Nicolas Maduro's human rights abuses in Venezuela remained in the public eye, including through sustained social media efforts. When the UN OHCHR published a scathing report on the human rights practices of the former regime, DRL amplified its most significant findings in a sustained tweet storm leading up to the report's formal presentation to the Human Rights Council, raising the reputational costs of being associated with the former Maduro regime.



Social media campaign in support of Nicaraguan political prisoners: “Presos Por Que” or “Jailed for What?”



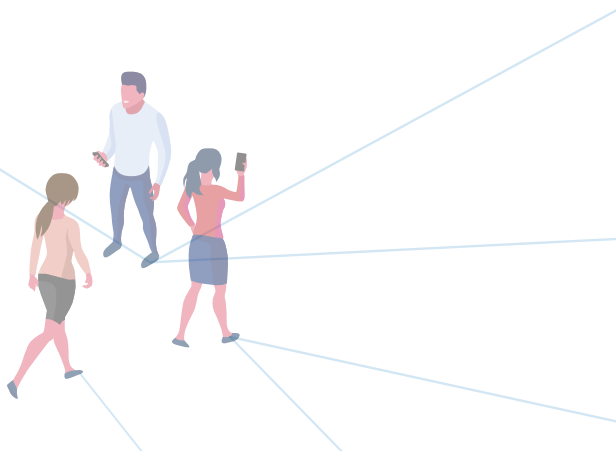
Social media campaign addressing CCP repression in Xinjiang

Representative Public Diplomacy Programs

- **2018 Human Rights Reports:** In March 2019, DRL/PPD led the rollout of the 2018 Country Reports on Human Rights Practices, a set of annual reports that promote accountability and help prevent a culture of impunity toward human rights violations and abuse. The Human Rights Reports are among the most-read U.S. government reports, and provide information that is used by the U.S. Congress, Executive Branch, and courts, and serves as a resource for worldwide human rights advocates, lawmakers, scholars, multilateral institutions, and governments.
- **Battling Repression in Xinjiang:** The United States has taken a variety of actions to highlight the horrific abuses against Uighurs and other members of ethnic and religious minorities in Xinjiang, China. DRL/PPD led media and social media efforts for a side event at UNGA, hosted livestream panel discussions on Chinese repression in Xinjiang on its social media properties, arranged media interviews, and created online campaigns to call attention to human rights abuses in Xinjiang.
- **Human Rights Day:** DRL/PPD launched several efforts to mark Human Rights Day in December 2019, including statements, media interviews, an op-ed for foreign publication, and a suite of online materials comprising text, graphics, and a series of videos to improve awareness of

the rights that are discussed in the Universal Declaration of Human Rights. DRL/PPD partnered that week with other bureaus on one of the Department's largest announcements of designations and sanctions for human rights abuse and corruption, helping promote accountability for serious human rights violations and abuse.

- **Broken Promises in Iran:** DRL/PPD helped facilitate a multi-office, multi-bureau effort to create a half-day of events on Iranian human rights abuses called "Broken Promises," featuring listening sessions with Iranian experts, a speech by the Secretary, and a panel with survivors of the regime's abuse. The event informed decision-makers and supported activists working to promote democracy and human rights in Iran.
- **Media Freedom Promotion:** Throughout the year, DRL/PPD sought to highlight media freedom issues, including freedom of expression online. Efforts included a digital interactive program and social media campaign for World Press Freedom Day that highlighted the impactful work of a free press around the world. DRL/PPD also joined a multilateral campaign with foreign missions in the United States on press freedom as part of the UK-hosted Ministerial on Media Freedom.



BUREAU OF ECONOMIC AND BUSINESS AFFAIRS (EB)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$73,000	\$75,000	\$75,000	\$74,000	\$74,000

Strategic Overview

The public diplomacy team within the Office of Economic Policy Analysis and Public Diplomacy (EB/EPPD/PD) supports EB's strategic goals, with a particular focus on sustaining America's competitive advantage and empowering economic growth and job creation. EB/EPPD/PD supports the first pillar of the National Security Strategy (NSS) – "Protect the American People" – through targeted messaging on bureau efforts to combat terrorist financing, implement economic sanctions, and ensure U.S. economic security. EB public diplomacy programs also uphold the second pillar of the NSS – "Promote American Prosperity" – in areas such as trade, transportation, and international finance. The EB public diplomacy team includes two Foreign Service Officers.

Advocacy

EB/EPPD/PD engages with foreign and domestic media and the public to explain economic policies and highlight the importance of the following bureau goals to America's national security and prosperity: advocate for fair and reciprocal trade; enhance America's economic security; strengthen the global digital economy with an open, interoperable, and secure internet; and strengthen broad-based economic growth and the economic empowerment of women in the United States and internationally.

Social Media Platforms and Major Activities

EB/EPPD/PD maintains a Twitter handle (@EconAtState) with over 11,900 followers as of April 2020 (an increase of more than 15 percent from 2019). The team also maintains a Facebook page with 54,000 followers.

Representative Public Diplomacy Programs

- **Close cooperation with the Bureau of Global Public Affairs on a strategic international and domestic media rollout** of the U.S. government position on fifth-generation wireless communications technology (5G), framing it as an economic and national security issue. Included the establishment of a toolkit on 5G for officers to use for consistent messaging in public diplomacy outreach at posts abroad and support for bureau leadership in arranging print, television, and radio interviews on 5G security.
- **Celebration of the Secretary's Award for Corporate Excellence** with four American company winners for the bureau's priority categories of sustainable operations and women's economic empowerment.
- **Collaboration with the U.S. Mission to the Organization for Economic Cooperation and Development (USOECD)** on an expanded public diplomacy program.
- **Promotion of intellectual property (IP) rights protection** with a campaign centered on World IP Day in April 2019, including an on-the-record media briefing, seven projects around the world, as well as multiple social media campaigns.
- **Support for the communications plan for the ninth annual Global Entrepreneurship Summit (GES)**, in The Hague, the Netherlands. Amplification of messaging to underscore the United States' commitment to accelerating entrepreneurship and innovation around the world. Explanation to international audiences how entrepreneur-friendly business climates and broad access to finance promote stability, freedom, and prosperity.
- **Collaboration with the Department of the Treasury on sanctions rollouts** in messaging to the media and public, a top Administration priority and major foreign policy tool.

BUREAU OF ENERGY RESOURCES (ENR)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$23,000	\$40,000	\$40,000	\$40,000	\$40,000

Strategic Overview

The Bureau of Energy Resource's public diplomacy team, located within the Office of Policy Analysis and Public Diplomacy (ENR/PAPD), supports the bureau's efforts to develop and implement U.S. foreign policy on international energy issues. ENR/PAPD promotes U.S. interests globally on critical issues such as ensuring economic and energy security for the United States and its allies; removing barriers to energy development and trade; promoting U.S. best practices regarding transparency, good governance, and energy exports; promoting an "all sources" of energy and "all technologies" approach to energy; and reviewing Presidential permits for cross-border pipelines. ENR/PAPD also reinforces key bureau priorities, to include Asia EDGE – Enhancing Development and Growth through Energy (Indo-Pacific), Transatlantic Energy Security (Europe), America Crece (Latin America and the Caribbean), Eastern Mediterranean Energy Diplomacy, and the Energy Resource Governance Initiative (ERGI). Finally, ENR/PAPD supports the bureau's role as principal advisor to the Secretary of State on energy security, policy, operations, and programs. Based in Washington, D.C., ENR's PD team includes two Foreign Service Officers and one Civil Service outreach employee.

Advocacy

ENR's broad messaging priorities in 2019 included the global role of the United States as an energy-abundant country; the transition of the United States to that of a net energy exporting country; the importance of European energy security; the role of liquid natural gas (LNG) as a growing U.S. export; the strategic importance of a European Southern Gas Corridor; the growth potential of Eastern Mediterranean gas; the Asia EDGE initiative (part of the Secretary's broader Indo-Pacific Strategy); and the Energy Resource Governance Initiative, an ENR-led effort designed to promote sound mining sector governance and resilient energy mineral supply chains.

During the United Nations General Assembly in September 2019, ENR/PAPD organized a major roll-out event for the Secretary of State to convene foreign ministers to elevate global cooperation on critical energy minerals and ERGI. The event, which attracted positive press, served as the focus of an exclusive by a major newswire and was shared extensively by social media. The bureau also managed a major keynote address by the Secretary at the world's most prominent energy conference, CERA Energy Week, held in Houston, Texas, and arranged the first-ever joint television appearance there with the Secretary of State and the Secretary of Energy. Throughout the year, the bureau supported the Secretary of State in his briefing room appearances on Iran and Venezuela energy related sanctions.

ENR/PAPD also leveraged traditional media to advance U.S. energy interests, including television appearances by bureau principals with Bloomberg, MSNBC, BBC, and CNBC, among others. ENR/PAPD successfully pitched and managed interviews

by bureau principals in major news outlets across the globe in multiple languages, including the New York Times, the Wall Street Journal, the Washington Post, Foreign Affairs, Thompson Reuters, and Bloomberg. The bureau amplified the official announcement of the ERGI initiative by granting an exclusive to the Financial Times, which was carried the same day the Department announced the initiative.

Social Media Platforms and Major Activities

ENR/PAPD maintains a Twitter handle (@EnergyAtState), which has approximately 6,200 followers as of June 2020. Bureau followers are senior government officials, thought leaders, civil society, journalists, and energy executives. The bureau collects video presentations, documents, and relevant news articles and shares them via the bureau's webpage, EnergyDiplomacy@State, and Twitter.

Representative Public Diplomacy Programs

The ENR/PAPD team supports thematic outreach opportunities, including events and other public speaking opportunities for the Assistant Secretary, Deputy Assistant Secretaries, office directors, and action officers as appropriate. Three specific events that directly leveraged public diplomacy funding follow:

- **Asia EDGE Anniversary:** In July 2019, ENR worked with other U.S. agencies to hold an event celebrating the one-year anniversary of Asia EDGE. This event, which took place at the Center for Strategic and International Studies, included keynotes by the ENR Assistant Secretary and Senator Cory Gardner and involved a series of panel discussions featuring agency representatives and foreign diplomats.
- **U.S. Energy Industry IV Program:** In September 2019, ENR worked with the Foreign Press Center to organize and fund a reporting tour for six energy journalists from Europe and Asia. The group visited Austin, Texas, where they learned about America's renewable energy sector, and then Baton Rouge, Louisiana, where they toured LNG facilities and learned about American industry. The journalists published several articles, each of which clarified the U.S. energy industry for local audiences and advanced U.S. messaging on European and Indo-Pacific energy security.
- **IEA 45th Anniversary:** The bureau hosted an event marking the 45th anniversary of the founding of the International Energy Agency (IEA) at the State Department. The event was held in the Loy Henderson conference center, the same venue where former Secretary of State Henry Kissinger hosted the Washington Energy Conference that founded the IEA. Attended by the IEA Executive Director and the ambassadors of member states, the event underscored U.S. leadership and cooperation on global energy security themes.

BUREAU OF INTERNATIONAL NARCOTICS AND LAW ENFORCEMENT AFFAIRS (INL)

The bureau receives no Public Diplomacy (.7) program funds.

Strategic Overview

The Public Affairs and Public Diplomacy (PAPD) unit of the Bureau of International Narcotics and Law Enforcement Affairs (INL) is housed within the Strategy, Communications, and Outreach unit (INL/SCO). INL/PAPD's efforts encompass foreign and domestic audiences and are divided into responsive press-related work as well as more proactive media and public outreach, which includes social media. The responsive outreach includes responding to foreign and U.S. media queries and crafting messaging guidance for the Bureau of Global Public Affairs (GPA). In addition to advancing the U.S. international narcotics and law enforcement agenda through traditional press, digital engagement, and public outreach events, INL/PAPD collaborates with the Bureau of Educational and Cultural Affairs (ECA) and GPA to generate online content and plan exchanges based around INL-related topics. When fully staffed, the Washington, D.C.-based team consists of three Civil Service employees and one Foreign Service Officer.

Advocacy

INL/PAPD works directly with U.S. embassies and Department of State media hubs worldwide to amplify engagement on INL topics to local audiences, particularly when INL principals travel overseas or when INL announces new partnerships or action related to illicit drugs, corruption, transnational crime, and criminal justice sector reform.

Social Media Platforms and Major Activities

INL/PAPD maintains a Facebook page and a Twitter handle (@StateINL) for the bureau and uses these channels to disseminate a steady stream of content. INL/PAPD also coordinates with posts and GPA to amplify much of this content with overseas audiences, as applicable. As of June 2020, the Twitter handle had approximately 14,000 followers. Finally, INL/PAPD works with GPA to create content to be shared on its social media platforms, including the DipNote blog (<https://blogs.state.gov>), the ShareAmerica website (<https://share.america.gov>), and the @StateDept Twitter platform.



BUREAU OF INTELLIGENCE AND RESEARCH (INR)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual*	FY 2019 Actual*	FY 2020 Planned*
\$5.7 million	\$5.76 million	\$0	\$0	\$0

*All former PD funding was transferred from the Public Diplomacy (.7) account to INR's base budget.

Strategic Overview

The Bureau of Intelligence and Research's Office of Opinion Research (INR/OPN) supports U.S. public diplomacy initiatives by providing analyses of foreign public opinion to the Secretary of State, State Department and White House officials, and other policymakers across government. INR/OPN's products offer a detailed, nuanced understanding of foreign public opinion. With this knowledge, PD practitioners can develop and implement programs designed to more effectively inform and influence intended audiences. Research is carried out at the direction of INR's Assistant Secretary in consultation with regional bureaus and posts. Each year, the office develops a global research plan that targets priority countries and issues and designs customized studies in response to urgent or emerging policy priorities. INR/OPN's reports are distributed through electronic mailings as well as unclassified and classified websites.

In 2019, INR/OPN produced more than 225 polls and qualitative research projects to support its research objectives and anticipates conducting at least as many in 2020. INR/OPN's team consists of regional and methodological experts who assess the impact of public opinion on the policies and actions of foreign leaders and identify opportunities and challenges for U.S. public diplomacy and strategic communications programs.

Based in Washington, D.C., the office has 35 staff members in four polling divisions: Europe and Eurasia, the Near East and South Asia, East Asia, and Africa and the Americas. The staff includes a global issues analyst and dedicated methodologists. INR/OPN polling analysts manage all phases of quantitative and qualitative research projects, including methodology and sample design, questionnaire design, field firm oversight, translation, pretesting, and quality control. Polling analysts periodically travel to the region to meet with embassy personnel, evaluate public opinion research facilities, meet and train foreign researchers, and observe focus groups.

Social Media Platforms and Major Activities

INR/OPN does not maintain a social media presence.

Representative Public Diplomacy Programs

- **Surveys:** In 2019, INR's research throughout the East Asia and Pacific region materially contributed to EAP's understanding of the perception of the U.S. and China in the region. INR-commissioned surveys and focus groups in East and Southeast Asia revealed a deep divide in public perceptions of China across the region, and disagreement about the roles that they see Beijing and Washington playing. This information continues to inform USG public diplomacy outreach strategies in 2019. In addition, INR's research in Europe, Africa, Latin America, and the Middle East helped public diplomacy practitioners better understand the impact of Russian disinformation efforts in these regions.
- **Specialized Products:** INR/OPN conducts strategic communications profiles for individual countries on particular issues to provide information on the public environment for strategic planning purposes. INR/OPN also carries out deep dives and briefings on topics of particular strategic interest and occasionally completes analysis that can be shared with key non-U.S. government stakeholders.

BUREAU OF INTERNATIONAL SECURITY AND NONPROLIFERATION (ISN)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$8,000	\$8,000	\$8,000	\$8,000	\$8,000

Strategic Overview

The Bureau of International Security and Nonproliferation (ISN) seeks to prevent the spread of weapons of mass destruction (WMD), their delivery systems, and advanced conventional weapons capabilities and to roll back such proliferation where it has already taken root. ISN's Office of Congressional and Public Affairs (CPA) supports bureau efforts to track, develop, and implement effective responses to proliferation threats and shape the international security environment to prevent their recurrence. Formerly known as the Strategic Communications and Outreach (SCO) office, the name change to CPA emphasizes its legislative affairs role without diminishing the relevance of its public diplomacy function. The ISN/CPA team includes seven Foreign Service and Civil Service positions and one contractor.

Advocacy

ISN/CPA conducted extensive advocacy through print and television media, think tanks, universities, and other non-governmental organizations. Major outreach campaigns focused on China's Military-Civil Fusion (MCF) strategy, the Nuclear Nonproliferation Treaty Review Conference, and Iran's continuing proliferation activities. ISN/CPA also led State Department counter-MCF messaging efforts and played a lead role in the interagency process, which culminated in the May 29, 2020 issuance of a presidential proclamation regarding limitations on the provision of visas to discrete classes of People's Republic of China (PRC) post-graduate applicants.

Social Media Platforms and Major Activities

ISN maintains a Facebook page (@StateDepartment.ISNBureau) and a Twitter handle (@StateISN). As of June 2020, the Facebook audience numbered more than 48,000, and Twitter followers reached a total of 5,000. Twitter is by far the more active account and has been a useful vehicle for communicating to expert communities on the priority campaigns listed above.

Representative Public Diplomacy Programs

- **2019 Odessa University Outreach:** Using ISN/CPA funds, in coordination with the Office of Multilateral Nuclear and Security Affairs and the Office of Regional Affairs, the press team developed an outreach plan to the Odessa Center for Nonproliferation (OdCNP). Working closely with the PD section of Embassy Kyiv, ISN/CPA arranged to have a senior expert on nuclear security and the NPT lecture at the

OdCNP, conduct a table-top exercise, and host a roundtable with students aged 17-27 on approaches to the security dilemmas Ukraine faces across the WMD, conventional, and hybrid warfare spectrum. This event included the delivery of sets of relevant textbooks and journals and inspired the donation of VTC and laptop equipment from OdCNP sponsors, Sweden. It also laid the foundation for future joint classroom partnerships. ISN subsequently sponsored two students from OdCNP to attend three-months of graduate study at the Middlebury Institute for International Security (MIIS) in Monterey, CA.

- **PRC MCF Outreach:** ISN/CPA designed and executed a public outreach campaign on the PRC MCF strategy and the PRC's acquisition, through licit and illicit means, of advanced technologies with potential military uses. As part of a comprehensive State Department China policy review and action plan, ISN briefed members of Congress and their senior staff, conducted interviews with major U.S. and international print and television news outlets, and organized dozens of outreach events for academics, think tanks, businesses, and other non-governmental entities. ISN/CPA also utilized State Department public affairs capabilities to create internal and public websites with accurate information and appropriate resources. Finally, ISN/CPA supported the Secretary of State's public engagements on MCF and included language for several keynote addresses on the issue.
- **Iran Outreach:** ISN worked in tandem with the Office of the U.S. Special Representative for Iran, the Bureau of Near Eastern Affairs and the Office of the Spokesperson to maintain maximum pressure on Iran and to keep its nuclear safeguards violations in full public view.
- **Media Training:** ISN/CPA utilized State Department public affairs capabilities to provide media training for all of its officials at the Deputy Assistant Secretary level and above. These officials have conducted dozens of media interviews on topics ranging from the Nuclear Nonproliferation Treaty's enduring importance to the significance of U.S. controls on the export of advanced semiconductor technology.

BUREAU OF OCEANS AND INTERNATIONAL ENVIRONMENTAL AND SCIENTIFIC AFFAIRS (OES)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$816,000	\$430,000+5.19 million*	\$300,000	\$298,000	\$298,000

*One-time funding for public outreach on mosquito-borne diseases, including Zika.

Strategic Overview

OES leads U.S. diplomacy on environmental, science, technology, and health (ESTH) related issues. This work protects U.S. citizens at home and abroad and strengthens U.S. economic prosperity. The Office of Policy and Public Outreach (OES/PPO) plans and coordinates the bureau's public diplomacy efforts, working with other relevant State Department offices and the interagency community. OES/PPO also leads public diplomacy programs through its 12 regional ESTH Hubs located around the world. The hubs, headed by regional ESTH officers (REOs), coordinate and support the public diplomacy efforts of U.S. missions on the OES suite of issues, including managing outreach funds from the Office of the Under Secretary for Public Diplomacy and Public Affairs (R).

Advocacy

To advance U.S. policies on ESTH issues worldwide, the United States builds broad coalitions; public diplomacy is vital in boosting international public engagement and support for these alliances. Public diplomacy efforts communicate policies that build global health security capacities to prevent and stop the spread of pandemic diseases; protect oceans and marine livelihoods; promote improved air and water quality; ensure the peaceful use of outer space; and combat wildlife trafficking.

Social Media Platforms and Major Activities

In 2019, OES re-branded its social media platforms as "Science Diplomacy USA." The OES Facebook account maintains a significant global reach with more than 2.2 million followers. The OES Twitter account recently surpassed 12,000 followers and continues to grow at a rapid rate. In 2019, OES launched an Instagram account that is still finding its audience with 400+ followers.

Representative Public Diplomacy Programs

- Science Envoys Program:** The U.S. Science Envoys Program is a public diplomacy initiative that leverages eminent U.S. scientists to demonstrate American leadership and expand international engagement in science, technology, and innovation. Science Envoys accomplish this by building peer-to-peer connections among host country researchers and the U.S. scientific community; advocating for American scientific values, including openness, merit-based competition, transparency, and research integrity; promoting science education and the role of science in society; and advising the U.S. government on programs and funding opportunities that may support collaborative activities. Since the program's inception, 23 prominent scientists and engineers, including Nobel Laureates, have served as Science Envoys and traveled to more than 50 countries. Past Science Envoys highlighted themes such as air quality, oceans/marine resources, health security/infectious disease, and space.
- Zoohackathon:** Launched in 2016, "Zoohackathon" is a global competition that brings together teams of university students, coders, and conservationists to create unique technology solutions to combat wildlife trafficking. U.S. embassies and consulates partner with local governments, wildlife conservation NGOs, and private sector technology companies to host 48-hour events to raise awareness about wildlife trafficking and develop low-cost, shareable IT solutions to combat this illegal activity. Teams of participants work on problem statements that address real wildlife trafficking challenges faced by governments and conservationists. Zoohackathon 2019 brought together more than 1,000 participants across 15 events in 14 countries around the world and generated more than 135 demo solutions. To help develop the regional and global winning solutions, OES recruited private partners such as Microsoft, Vulcan, Haibu, and the Wildlife Conservation Society.
- Mosquito-borne Diseases:** OES/PPO leads international public diplomacy efforts on Zika and other mosquito-borne diseases, in close coordination with the Office of International Health and Biodefense (OES/IHB). This work contributes to the goals of the Global Health Security Agenda (GHS), which seeks to improve international preparedness to prevent, detect, and respond to infectious disease threats. Public diplomacy projects have focused on engaging international publics in Zika-impacted countries through citizen science, professional exchanges, cultural outreach, science cooperation, and innovation-inspiring TechCamps. For example, OES funded an initiative to disseminate NASA's GLOBE Mosquito Habitat Mapper App to schools, universities, and community groups around the world, and citizen scientists have uploaded more than 100,000 data points to the NASA database. The project encourages community members to destroy mosquito-breeding sites when safe to do so to help control the spread of disease. GLOBE also encourages public health officials to use the geo-mapped, internet-based data of the project to fine-tune prevention efforts.
- Public Outreach:** OES/PPO supports international public outreach on high-profile OES ESTH initiatives such as air quality and water security to encourage joint action and build international support for U.S. policies on these and other global threats. For example, in 2019, OES co-hosted events and social media campaigns on World Water Day and Air Quality Awareness Week.
- Space Diplomacy:** OES continues to work closely with interagency partners on outreach related to space diplomacy. In 2019, OES and the Department of Commerce co-hosted the first-ever Space Enterprise Summit, featuring the NASA Administrator as keynote speaker. This international event brought together hundreds of representatives from foreign governments and industry

to identify opportunities for collaboration in the one-trillion-dollar space industry. Also, in 2019, NASA and the Smithsonian Institution and other partners gathered thousands to celebrate the 50th anniversary of the Apollo 11 Moon landing. OES led an interagency public diplomacy working group throughout the year, which culminated in commemorative events around the world, to include a reunion at the State Department of the surviving Apollo 11 crew, their families, and other current and former astronauts.



BUREAU OF POLITICAL-MILITARY AFFAIRS (PM)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Planned
\$8,000	\$8,000	\$0	\$0	\$0

Strategic Overview

The Bureau of Political-Military Affairs' (PM) Office of Congressional and Public Affairs (PM/CPA) is responsible for facilitating effective communication and interaction between PM and Congress, foreign and domestic journalists, industry leaders, the non-governmental organization (NGO) community, and the general public. In the area of public diplomacy, PM/CPA engages audiences both directly and via regional bureaus and embassies to highlight the State Department's role in building strong partnerships through security assistance and programs that enhance human security in post-conflict environments, including international peacekeeping, security sector reform, clearance of unexploded ordnance, and securing potentially at-risk small arms and munitions. PM/CPA has a staff of three Civil Service employees, one Foreign Service Officer, and a media monitoring position filled by a contractor.

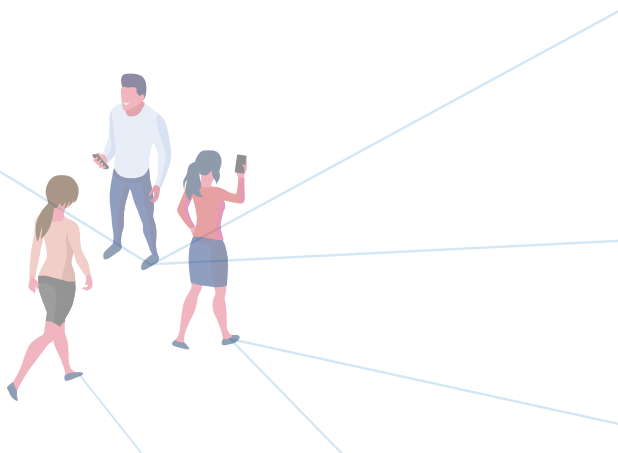
Advocacy

In 2019, PM/CPA fielded 1,347 media inquiries—a 22 percent increase over the previous year's total—covering the full media spectrum, from major U.S. and international news outlets to defense industry press, bloggers, academics, and other major opinion-shapers on military and international

security issues. Significant PM/CPA-led campaigns focused on the announcements of major U.S. arms sales to partner nations, sustaining international attention and donor support for humanitarian landmine clearance and securing advanced conventional arms in post-conflict countries, and emphasizing the State Department's role in providing security assistance and capacity building to U.S. allies and partners through training programs and transfers of defense equipment. Additionally, PM/CPA provided support to the Bureau of International Organizations in publicizing the UN Day of International Peacekeepers and the UN International Day of Mine Awareness and Assistance in Mine Action.

Social Media Platforms and Major Activities

PM has a Twitter handle (@StateDeptPM), which is updated daily and maintained by all PM/CPA members. As of June 2020, it had nearly 25,000 followers.



BUREAU OF POPULATION, REFUGEES, AND MIGRATION (PRM)

The bureau receives no Public Diplomacy (.7) program funds.

Strategic Overview

The Bureau of Population, Refugees and Migration (PRM)'s public diplomacy efforts at home and abroad have two objectives: 1) to generate goodwill for the United States by increasing recognition of its role as the world's largest provider of humanitarian assistance; and 2) to advocate for displaced and vulnerable populations affected by conflict. PRM's Public Diplomacy and Press unit works closely with the Global Public Affairs Bureau (GPA) and the Bureau of Educational and Cultural Affairs (ECA) to enhance press and public diplomacy objectives to build public support for U.S. policies and U.S.-funded programs through traditional media engagement, social media, and educational and cultural programs that include refugee audiences.

The PRM Public Diplomacy and Press team includes two Foreign Service Officers and one Civil Service employee. They conduct public outreach via speeches, public events, traditional media relations, social and digital media, fact sheets, and pamphlets for public dissemination. They also encourage officers at U.S. embassies and consulates to include refugee and migration issues in their PD outreach efforts.

Advocacy

The PRM PD unit interacts daily with the press, and PRM principals often provide media interviews on high-profile issues, including the U.S. response to humanitarian crises around the world. These efforts highlighted the administration's leadership in providing assistance and diplomatic efforts to prevent and resolve humanitarian crises.

Social Media Platforms and Major Activities

The PRM PD team maintains a Facebook page with nearly 60,000 followers, a Twitter handle (@StatePRM) with 16,000 followers, and a new Instagram account that has 279 followers as of June 2020.

Representative Public Diplomacy Programs

- **Venezuela Humanitarian Crisis Response:** Since 2017, crisis conditions have resulted in the forced displacement of more than 5 million Venezuelans to 16 countries in the region. In coordination with GPA, the Bureau of Western Hemisphere Affairs (WHA) and the U.S. Agency for International Development (USAID), the PRM PD unit produced media content that called on the former Maduro regime to permit aid entry into Venezuela and highlighted U.S. humanitarian aid for Venezuelan citizens seeking refuge throughout the region. These PD outreach activities included multiple funding announcements throughout the year (several introduced by the Vice President and the Secretary of State) and facilitation of Spanish-language press engagement on U.S. assistance measures. They also offered a wide range of social media support materials, including infographics, videos and human interest stories, to illustrate the depth and urgency of the humanitarian crisis and the nature of the U.S. response.

U.S. AGENCY FOR GLOBAL MEDIA



VOA correspondent Adriana Núñez Rabascall interviews interim President of Venezuela Juan Guaidó in Caracas (January 2020).



U.S. AGENCY FOR GLOBAL MEDIA (USAGM)

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$752.9 million	\$794.0 million	\$803.5 million	\$800.3 million	\$810.4 million	\$637.3 million

OVERVIEW

The U.S. Agency for Global Media (USAGM), formerly the Broadcasting Board of Governors (BBG), is the federal government agency responsible for managing all civilian U.S. international media. It oversees five networks, two of which are federal public service media – the Voice of America (VOA) and the Office of Cuba Broadcasting (OCB) – and three of which are public service media grantees – Radio Free Europe/Radio Liberty (RFE/RL), Middle East Broadcasting Networks (MBN), and Radio Free Asia (RFA). USAGM's networks aim to be a force multiplier in a shared mission that is vital to U.S. national interests: to inform, engage, and connect people around the world in support of freedom and democracy.

Collectively, in 2019, USAGM's networks reached more than 350 million people across the globe each week, distributing news and information programming in 62 languages to more than 100 countries. Radio services, including shortwave, medium wave (AM), FM, and satellite reached 139 million people a week. Terrestrial and satellite TV services reached 201 million people a week. USAGM's internet platforms, including livestreaming, mobile devices, and social media tools, reached 127 million people a week. With Congressional approval, USAGM launched the Open Technology Fund (OTF) in 2019 as an independent, non-profit organization to advance internet freedom in the world's most repressive environments to ensure that all people – including USAGM's journalists, sources, and audiences – can safely access the uncensored internet in order to freely seek, receive, and impart information, including USAGM content.

The FY 2017 National Defense Authorization Act (NDAA) made major reforms to the International Broadcasting Act (IBA) of 1994 (P.L. 103-236, as amended). Designed to modernize the Agency, these reforms created the role of a full-time Chief Executive Officer (CEO), assuming all USAGM leadership, management, and operational authorities. On June 4, 2020, Michael Pack became the Agency's first presidentially-appointed, Senate-confirmed CEO.

Consistent with the American commitment to free speech and free expression, USAGM's networks advance U.S. foreign policy and national security by providing accurate, professional, and compelling journalism and other content that informs international audiences and stimulates debate in societies where free media is not fully established. USAGM's networks project American values to the world. Among those values are freedom, transparency, and equality of opportunity. Societies that embrace them are more likely to support U.S. interests because they tend to enjoy greater stability and prosperity, are less vulnerable to terrorism and extremism, and make better political allies and trade partners.

USAGM journalism serves as a model of free media. Agency journalists are committed to providing unbiased, credible,

and comprehensive news and information to audiences who lack access to objective news sources and are susceptible to disinformation and extremist rhetoric. USAGM's networks pursue their shared mission through news and information programming as well as through close cooperation with on-the-ground media affiliates. These partnerships, overseen by USAGM, enable the networks to bring content into local markets and establish connections to institutions that can influence civil society and bolster democratic principles. They ensure that USAGM's networks can provide quality content, share delivery channels, and support resources and other assets in a way that is cost effective for the American taxpayer.

USAGM's networks also offer unique value during crises. When events dictate, they quickly surge their content production and distribution to ensure critical and timely information is widely available. For example, at the onset of the COVID-19 pandemic, most USAGM networks and language services launched special programming segments and dedicated web pages to cover the issues in their respective markets. USAGM networks also dedicated significant attention to exposing COVID-19-related disinformation campaigns, debunking specific falsehoods and misconceptions, as well as explaining the tactics and methods of health-related propaganda and conspiracy theories. In addition, the OTF provides internet anti-censorship tools to help audiences break through government-imposed information firewalls and protect their online privacy. Thus, by remaining a source of accurate and reliable information for audiences around the globe, USAGM's public service media empower people with critical information in moments of uncertainty.

Telling America's story and explaining U.S. policy to international audiences are key parts of USAGM's legal mandate. To that end, VOA provides comprehensive regional and world news to local audiences. It also presents significant American thought and institutions in the hope that people around the world, but especially those living under repressive regimes, will be inspired by American democracy. RFE/RL, RFA, and the OCB act as surrogate broadcasters, providing access to professional and fact-based regional and local news in countries subject to press restrictions. MBN serves as a hybrid of the two models, providing accurate and comprehensive news about the region and the United States.

In recent years, particularly, USAGM has encountered obstacles to its mission. Namely, Beijing further limited VOA's ability to report from China and Moscow expanded its foreign agent law to include private persons, establishing potential punishment for those reporting for, cooperating with, or even disseminating material created by USAGM's networks. Still, USAGM reporters and stringers continue to take great risks to work in some of the most difficult environments in the world – from Cambodia and Vietnam

to Tajikistan, Kyrgyzstan, Russia, and China.

In 2019, USAGM launched services in several new languages to address the evolving needs of the Agency's global audience. In November 2018, VOA's French to Africa Service added Lingala to its broadcast languages, and in July 2019, the VOA Bangla Service started a daily 30-minute radio show in Rohingya, reaching hundreds of thousands of Rohingya refugees in their own language. These broadcasts are to some of the world's most vulnerable and information-starved audiences. Their overarching objectives are to provide essential information, counter extremist narratives and recruitment efforts, and to highlight the role that the United States and the international community are playing to address humanitarian crises.

USAGM also refocused its attention in several European countries of strategic importance to the United States that have experienced democratic backsliding in recent years. To that end, RFE/RL relaunched services targeting Romania and Bulgaria in 2019 due to declining press freedom and global concerns that disinformation, corruption, and social division are undermining the political systems in those countries. In September 2020, RFE/RL also relaunched its Hungarian Service, discontinued in 1993 after the end of the Cold War, to counter the rise of Chinese and Russian disinformation in Hungary – an American ally and contributor to NATO's collective security.

Today, USAGM operates on media platforms far beyond traditional television and radio broadcasts: the internet, mobile, smart televisions, OTT (over-the-top) platforms, and digital radio. In many markets, USAGM's networks have significantly expanded on digital platforms, working to circumvent government censorship and restrictions. This became especially important during the COVID-19 pandemic, as people, particularly in countries that lack free media, relied upon USAGM content for accurate and reliable information.

In the first half of 2020, USAGM networks registered unprecedented spikes in website visits and social media engagement with their digital coverage of the coronavirus. For example, in one week alone in April, aggregate website visits across USAGM's networks jumped from a FY 2019 weekly average of 23.4 million to 38.8 million. Similarly, the weekly average of social-media engagements more than doubled FY 2019 averages in the same week, totaling just under 24 million. What is more, organic searches comprised the largest share

– and in the cases of VOA, OCB, and MBN, over 50 percent – of web traffic sources for COVID-19-related pages across all networks. This means that the majority of people who saw USAGM's COVID-19-related content online ended up on network websites because they were specifically looking for information related to the coronavirus.

USAGM has also launched successful, collaborative programming that brings together its various networks for more efficient content creation and enhanced distribution and impact. For example, Current Time – the Russian-language 24/7 digital and television network led by RFE/RL in cooperation with VOA – provides an alternative to Kremlin-controlled media through on-the-spot, live news reporting and fresh features, driving increasing demand across Eurasia. In 2019, USAGM launched VOA 365, a Persian-language 24/7 satellite network, as a collaboration between VOA's Persian Service and RFE/RL's Radio Farda. The network features interactive talk programs, documentaries, and provocative magazine shows to counter Iranian government disinformation and to raise topics Iranians cannot discuss openly.

Among USAGM's most impactful efforts has been its continuous coverage of the Chinese Communist Party's persecution of the Uyghurs. RFA's Uyghur Service has been at the forefront of covering the mass detentions of Uyghurs and other Muslim minorities in China's Xinjiang Uyghur Autonomous Region. Its reporting has been cited by global outlets and human rights groups and earned several major journalism awards. In response to the in-depth coverage, the Chinese state has imprisoned dozens of family members of RFA Uyghur Service reporters. Owing to China's growing political and economic influence in the Middle East and Central Asia, people in those regions know very little about the Uyghur humanitarian crisis. MBN and RFE/RL are working to change that. They are among the few media outlets in the Middle East and Central Asia reporting on the plight of the Uyghurs and other Muslim minorities. The two networks are keeping the spotlight on the issue, highlighting interviews with former detainees and their family members, publishing leaked documents, and showcasing evidence of new camp construction and destruction of historical and religious monuments.

As a federal agency funded by the American people, protected by a Congressionally-mandated "firewall" that prohibits editorial interference, USAGM must continue to put accurate, objective, and professional news and information to work on behalf of U.S. national interests and in the service of U.S. national security.

USAGM OVERSIGHT AND SUPPORT OFFICES*

*Formerly known as the International Broadcasting Bureau (IBB).

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$57.8 million	\$56.9 million	\$52.9 million	\$45.3 million	\$42.8 million

USAGM's operational offices include the General Counsel; Chief Financial Officer; Public Affairs; Congressional Affairs; Policy and Research; Internet Freedom; Management Services (Contracts, Human Resources, Civil Rights, and Security); and Policy (Editorials). These offices support USAGM operations, providing the following functions: researching the reach and impact of content; strategic planning; financial services, such as payroll and invoice payment; awarding and administering contracts; supporting personnel; conducting relations with Congress, the media, and other interests; and ensuring physical security.

TECHNOLOGY, SERVICES, AND INNOVATION (TSI)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$177.1 million	\$177.1 million	\$183.3 million	\$180.6 million	\$152.3 million

USAGM's Office of Technology, Services, and Innovation (TSI) manages a broad range of technical and infrastructure functions, including 1) delivering program content for all USAGM networks through transmitting sites and an extensive system of leased satellites and digital circuits, and 2) providing information technology support to offices throughout USAGM. TSI strives to distribute USAGM's multimedia content in a cost-effective and efficient manner. It manages more than 100 transmitting sites worldwide that deliver shortwave, medium wave, FM, and TV broadcasts. TSI also oversees the Office of Business Development, which coordinates USAGM's relationships with a network of about 3,800 affiliate partner stations and trains thousands of journalists and independent media personnel in USAGM target markets.

BROADCASTING CAPITAL IMPROVEMENTS (BCI)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$7.3 million	\$5.8 million	\$5.1 million	\$11.7 million	\$4.5 million

Broadcasting Capital Improvements (BCI) provides funding for large-scale capital projects as well as improvements to and maintenance of USAGM's global transmission network and digital multimedia infrastructure. TSI manages many of the BCI projects at USAGM. The BCI account also supports capital projects managed by USAGM's Office of Security, VOA, and OCB.

VOICE OF AMERICA (VOA)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$232.7 million	\$256.2 million	\$250.6 million	\$252.0 million	\$191.6 million

Languages: 47

Countries: 100+

Affiliates: 2,400 stations

Broadcast Hours: Approximately 2,300 per week

Measured Weekly Audience (2019): 280.9 million

Each week, the Voice of America (VOA) brings America's story to an audience of more than 280.9 million people in more than 100 countries in 47 languages. VOA not only engages audiences in discussions about U.S. policy, world events, and significant American thought and institutions, but also enhances respect for the United States as a democratic nation that values individual freedom, truth, and equality of opportunity.

For people living under repressive regimes marked by strict censorship and state-sponsored disinformation, VOA remains a critical provider of balanced and objective reporting. Its motto, "A Free Press Matters," reinforces its longstanding role as a global model for independent, fact-based, and balanced journalism.

VOA gets most of its audiences from a broad network of TV, digital, and radio affiliate partners. It supplements those partnerships with USAGM-licensed FM stations, primarily in Africa. VOA's vernacular languages are a low-cost means of reaching beyond urban elites to audiences most vulnerable to misinformation and extremist recruitment. VOA still uses shortwave transmission as a special-purpose tool to reach places where Islamic extremists continue to operate, such as rural Africa, and in information-deprived societies, such as North Korea and Tibet.

USAGM research demonstrates that VOA's weekly measured audience – the adult population that uses VOA content on a weekly basis – has grown steadily as the Agency expanded its broadcast placement and offered new digital products. VOA content is produced so it can be consumed by whatever platform a consumer prefers, including social media, websites, mobile streaming, audio and video podcasts, direct-to-home-satellite, cable, OTT, and targeted FM streams. Much of the audience growth came from successfully "super-serving" younger audiences in crowded and competitive markets through innovative programming and diverse delivery platforms.

OFFICE OF CUBA BROADCASTING (OCB)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$28.6 million	\$29.1 million	\$28.7 million	\$21.0 million	\$13.0 million

Language: 1

Country: 1

Measured Weekly Audience (2019): 1.0 million

The Office of Cuba Broadcasting (OCB), through Radio Televisión Martí and its website (radiotelevisionmarti.com), offers a multimedia service of professional news and information to Cuba. Radio Televisión Martí aims to inform and engage the Cuban people by providing credible news and information and to encourage freedom and democracy through programs that focus on human rights, individual freedoms, and entrepreneurship. OCB uses shortwave, medium wave, direct-to-home satellite, satellite radio, internet, social media, flash drives, and DVDs to help reach audiences in Cuba.

To allow Radio Televisión Martí to better target audiences based on their programming preferences, the first-ever USAGM content/media preference poll was conducted in Cuba in 2017. Radio Televisión Martí currently reaches 11.1 percent of Cubans on a weekly basis with audio, video, and digital content delivered by radio, satellite TV, and the internet.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$117.4 million	\$124.0 million	\$124.5 million	\$125.3 million	\$87.3 million

Languages: 27

Countries: 23

Measured Weekly Audience (2019): 37.6 million

Radio Free Europe/Radio Liberty (RFE/RL) serves as a critical media source in countries where a free press is either banned by the government or not fully established, providing what many people cannot get locally: uncensored news, responsible discussion, and open debate. RFE/RL broadcasts in local languages across Eastern and Central Europe, Central Asia, and Southwest Asia. RFE/RL also reaches Russian-speaking audiences globally via Current Time, a Russian-language 24/7 digital and television network led by RFE/RL in cooperation with VOA.

RFE/RL's programming focuses on local and regional developments in places where government intimidation, censorship, economic hardship, ethnic and religious intolerance, violent extremism, and other threats remain – and where independent journalists often face great risk, including in Iran, Afghanistan, Pakistan, Ukraine, Belarus, and Russia. Based on the conviction that a major requirement of democracy is a well-informed citizenry, RFE/RL's independent journalism provides fair and objective news, analysis, and discussion of domestic, regional, and international issues crucial to healthy democracies and free markets. The network also strengthens civil societies by projecting democratic and pluralistic values, combats all forms of

intolerance, and promotes mutual understanding among peoples. In addition, RFE/RL provides a model for local media, assists in training to enhance media professionalism and independence, and develops partnerships with local media outlets.

RFE/RL operates on all digital platforms, as well as TV and radio, matching the modality to the market. The scope of RFE/RL's news gathering operations is unmatched in the region, featuring a network of 21 local news bureaus and an extensive freelance network. This proximity to audiences allows RFE/RL to produce compelling, locally-oriented programming in a cost-effective manner.

RADIO FREE ASIA (RFA)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$43.1 million	\$44.0 million	\$45.2 million	\$44.2 million	\$39.5 million

Languages: 9

Countries: 6

Measured Weekly Audience (2019): 50.7 million

Radio Free Asia (RFA) delivers uncensored, accurate domestic news and information to audiences in China, Vietnam, North Korea, Laos, Cambodia, and Burma (Myanmar), where free speech and press freedoms are heavily restricted. For residents of these countries, RFA's in-depth, unflinching journalism provides a lifeline to the truth and counters authoritarian disinformation narratives. RFA also offers a platform for ordinary people to voice opinions and share perspectives that would otherwise be censored or ignored by state-controlled media.

Issues addressed in features and programming among its nine language services include human rights abuses; religious, ethnic, and racial persecution; corruption; forced land confiscations; China's elimination of Hong Kong autonomy and its citizens' active resistance; exposing and countering disinformation and deep fakes; North Korean saber-rattling; China's growing global reach and influence; COVID-19 and other health risks; and preservation of minority cultures in China, as well as a range of other cultural and human-interest stories. RFA's investigative reporting on China's economy, environment, and human trafficking and other human rights violations has earned awards from the Society of Professional Journalists, the Radio Television Digital News Association, the Hong Kong Journalists Association, the Alliance for Women in Media, the International Women's Media Foundation, Amnesty International, the Global Sergei Magnitsky Human Rights Awards committee, and the Society of Environmental Journalists, among others.

Regularly cited by international news organizations for its exclusive coverage, RFA is credited with breaking news about China's inaccurate COVID-19 death count for Wuhan, China's Uyghur internment camps, numerous Tibetan self-immolations, events inside North Korea, and ethnic strife in Myanmar (Burma). RFA uses multiple platforms, including shortwave and medium wave radio, satellite transmissions, TV broadcasting, the internet, and social media to deliver content to its audiences.

MIDDLE EAST BROADCASTING NETWORKS (MBN)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$112.6 million	\$110.3 million	\$110.1 million	\$110.3 million	\$96.8 million

Language: 1

Countries: 22

Measured Weekly Audience (2019): 24.3 million

Launched in 2004, Middle East Broadcasting Networks (MBN) is a 24/7 multimedia broadcaster providing news, information, and analysis in Arabic to audiences across the Middle East and North Africa. It does so through television channels (Alhurra and Alhurra-Iraq), radio (Sawa), and many digital properties and related social media platforms. Its unique content is produced at its headquarters in northern Virginia, Dubai regional hub, and bureaus in Egypt, Iraq, Israel, Lebanon, Morocco, Tunis, and Washington, D.C., with input from correspondents across the Middle East and North Africa. MBN provides an undistorted line of communication with the people of the region, providing a spectrum of perspectives not otherwise available. MBN seeks to inform, engage, and connect in support of universal freedoms. MBN uniquely serves as both a local and international media outlet, providing coverage of domestic issues as well in-depth coverage of the United States, including programming about U.S. policy, the American people, and American culture. MBN is the only USAGM broadcaster in Arabic and the only entity with this hybrid mission.

OFFICE OF INTERNET FREEDOM (OIF) AND OPEN TECHNOLOGY FUND (OTF)

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$15 million	\$13.8 million	\$6.06 million	\$20.0 million	\$9.5 million

Since 2012, USAGM has been involved in activities to circumvent internet censorship by foreign governments in order to distribute news content and better provide a forum for free expression in closed countries. In 2016, USAGM established the Office of Internet Freedom (OIF) to conduct governance and oversight of USAGM’s internet freedom activities. In 2019, following Congressional approval, the Agency incorporated the Open Technology Fund (OTF) as an independent non-profit 501(c)3 organization to advance internet freedom in repressive environments. The OTF aimed to support the research, development, implementation, and maintenance of technologies that provide secure and uncensored access to USAGM’s content and the broader internet and counter attempts by authoritarian governments to restrict freedom online. First established as a pilot program at Radio Free Asia in 2012, the Open Technology Fund supported pioneering research, development, and implementation of cutting-edge internet freedom technologies to respond to rapidly evolving censorship threats around the world. With a growing percentage of USAGM’s audiences relying on the internet to access news and information, this new approach was designed to allow USAGM to combat emerging threats while ensuring that its journalists and audiences

have the tools they need to safely report on sensitive issues and access uncensored content. As a part of the transition of internet freedom activities to the OTF, the OIF would perform critical oversight to ensure OTF compliance with relevant rules and regulations in the execution of congressionally mandated use of internet freedom funds for technology projects and training of USAGM entities. After a shift in leadership in 2020, USAGM changed course and revived the OIF to manage the Agency’s internet freedom activities. At the time of writing this report, litigation is pending regarding the future funding of the OTF, but fostering open access to information and advancing internet freedom remain important parts of USAGM’s work.

RESEARCH AND EVALUATION*

FY 2017	FY 2018	FY 2019	FY 2020 Planned	FY 2021 Requested
\$3.6 million	\$5.5 million	\$6.1 million	\$6.0 million	\$6.0 million

**Note: These budgets are also included in the USAGM Oversight and Support Offices total figures.* USAGM’s audience research program examines the underlying interests and behavior of target audiences to increase program impact. It also measures the extent to which programs meet desired objectives in target countries. Specifically, USAGM’s research measures, among other factors, effectiveness in terms of audience size; program quality and reliability; audiences’ self-perceived understanding of current events and American society and policies; the willingness of audiences to share received information with others; and the extent to which content helped form opinions on important topics.

USAGM’s research studies consist mainly of quantitative audience research (nationally representative surveys), qualitative research (focus groups, in-depth interviews, audience panels), and digital analytics. The Agency contracts with leading market research firms to implement this critical audience research and report on the impact of USAGM and its networks on target populations and in countries of strategic importance. In light of the rapidly-evolving world of digital and social media, research indicators require frequent adjustments to ensure that the most meaningful metrics are captured and used for assessment. In 2020, USAGM continued to fine-tune its Impact Model, which had not been reformed since early 2016. The Agency is also rolling out new tools that will allow it to connect web and social media metrics with data from detailed representative national surveys to gather new, real-time insights about the networks’ impact in target media markets.

DISTRIBUTION

USAGM, broadly speaking, uses the term “distribution” to describe the range of platforms on which audiences around the world will obtain content that interests them. Strictly speaking, however, distribution is simply about getting content to audiences. USAGM considers target audience preferences whenever media platforms are developed and utilized. At the same time, USAGM recognizes that some markets enjoy a much more diverse media landscape than others. As a result, USAGM’s global content distribution portfolio is one of the widest and most diverse among international public service media.

The Office of Technology, Services, and Innovation (TSI) oversees and manages an array of technologies and services to ensure that USAGM programming is available to audiences on their preferred platforms in the most cost-effective manner. In addition to operating USAGM's distribution network and managing contractual relationships with third-party distribution service providers, TSI handles partnership agreements with affiliates, which provide USAGM with approximately half of its weekly global audience.

In the next five to ten years, legacy broadcasting platforms – including satellite and terrestrial television and FM radio – will remain critical to reaching audiences in many parts of the world. Media consumption patterns will shift in nearly all of USAGM's target countries with increased access to the internet and reliable sources of electricity. The least developed will see increased use of mobile internet and television for news, while the most developed will shift from linear television toward on-demand content delivered via a range of digital devices. USAGM will continue to ensure that its content is available to audiences anytime, anywhere, and on any device available to its global audience.

For decades, USAGM has distributed television and radio programs via satellite from its headquarters in Washington, D.C. and other production centers through satellite gateways at the Agency's major transmitting stations. These sites also operate very large, complex shortwave and medium wave transmitting facilities that target various regions with cross-border programs in dozens of languages. While reliable, this global network has been expensive to maintain and operate. To mitigate these high costs, USAGM has successfully migrated much of its content delivery from satellites to more flexible and economical internet-based distribution. Using saved resources, USAGM has then contracted additional key regional satellites to place USAGM content on free-to-air, direct-to-home channels.

Radio remains a very popular platform in several USAGM markets in Africa, the Middle East, and Central and South Asia. USAGM reached 139 million people around the globe on radio in 2019. To better serve these audiences, USAGM is upgrading its Kuwait

Transmitting Station, which enjoys a superior strategic location and relatively low operating costs. Following the upgrade, USAGM will be able to reach many of these legacy shortwave audiences in a more cost-effective manner.

Although shortwave continues to be a relevant platform in several African markets, in most African countries rapid growth and competition in the media market have shifted radio habits almost entirely towards FM. USAGM FMs with the highest reach are available in relatively underserved markets. To meet increased demand, USAGM now provides 24/7 FM programming in over 35 markets across Africa. Since 2018, the Agency has added FM installations in the Republic of Congo, Togo, Zambia, and Somalia.

USAGM is moving away from traditional broadcasting technologies in places where these platforms are no longer popular. As digital audiences grew tremendously in recent years, it was critical to make USAGM's video and audio content compatible for the wide range of devices people increasingly use to consume it. The Agency has modernized its delivery platform and created an industry-leading capability to deliver content to any screen globally.

At the end of 2019, an industry-leading, cloud-based distribution and transcoding system was introduced and integrated to enable all USAGM content to be formatted for all global web and mobile viewing applications. Special focus on integrating USAGM content into social media platforms popular across the globe has emerged as a high priority. This goal is boosted by the Agency's ability to capture, encode, and transcode formats and then deliver them across all transport mediums.

In the years ahead, as technologies and audience targeting continue to evolve, TSI will outsource additional delivery capacity to third-party service providers that can more rapidly upgrade technologies and mobilize staffing resources. TSI's distribution role will be less about building and maintaining complex and expensive Agency-owned distribution systems, and more about managing a range of service providers to design and deliver a highly efficient, highly reliable distribution network that can evolve to meet the Agency's needs.

BY THE NUMBERS

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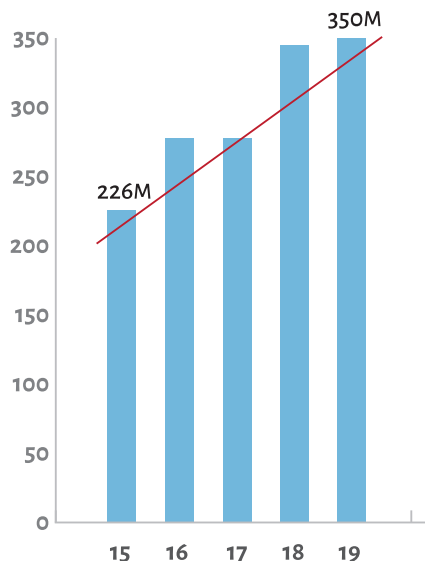
ANNUAL BUDGET
\$807.9 million

EMPLOYEES
3,561

LANGUAGES
61

AUDIENCE
350 million

AUDIENCE GROWTH



AUDIENCE GROWTH 2015–2019
UNDUPLICATED WEEKLY AUDIENCE



Social Media EXPANSION

USAGM networks engage with audiences on:

Facebook
Twitter
YouTube
Instagram
OK.ru
VKontakte
WhatsApp
WeChat

WORLDWIDE OPERATIONS

50

Overseas bureaus and production centers

1,500

Stringers/reporters

Nearly

200

Operational transmitters for TV, FM, MW & SW at 100 transmission sites in over 40 countries worldwide

AFFILIATES

68

Number of USAGM affiliates with national reach that air custom or interactive segments during primetime

Over

3,700

television, radio and digital affiliates across the globe

USAGM Services Ranked by FY 2019 Budgets

	Service	Name	FY 2019 Total Funding with Program Delivery	FY 2019 Original Broadcast Hours Radio/Audio (per week)	FY 2019 Total Broadcast Hours Radio/Audio (per week)	FY 2019 Original Broadcast Hours TV/Video (per week)	FY 2019 Total Broadcast Hours TV/Video (per week)
1	MBN	Alhurra TV	\$31.13 million	0	0	132	336
2	VOA	News Center	\$24.27 million	14	14.42	1	127
3	OCB	Radio/Television Marti	\$17.80 million	102	168	7	168
4	VOA	Persian Service	\$14.43 million	0	0	39	168
5	MBN	Radio Sawa	\$13.63 million	246	336	0	0
6	VOA	Mandarin Service	\$11.71 million	15	63	7	91
7	RFE/RL	Current Time	\$11.55 million	0	0	57.66	168
8	VOA	Afghan Service	\$11.20 million	42.58	56.58	6.76	6.76
9	RFE/RL	Radio Farda	\$10.00 million	39.33	161	7	7
10	RFE/RL	Radio Svoboda (Russian)	\$9.12 million	34.08	168	0	0
11	VOA	English to Africa Service	\$8.09 million	60.5	173	5.5	87.5
12	VOA	Russian Service	\$7.90 million	1	1	12.5	12.5
13	MBN	MBN Digital	\$6.92 million	0	0	0	0
14	VOA	Urdu Service	\$6.54 million	18.4	71.8	2.08	6.24
15	VOA	French to Africa Service	\$5.76 million	52.08	173	3.75	3.75
16	RFE/RL	Balkan Service	\$5.72 million	39	72.5	1.42	1.42
17	RFA	Tibetan Service	\$5.32 million	29.2	168	3.5	31.5
18	VOA	Spanish Service	\$5.30 million	14.42	65.92	21.07	123.07
19	RFA	Mandarin Service	\$5.26 million	24.5	168	4	18
20	RFE/RL	Radio Azadi (Afghanistan)	\$5.24 million	74.93	84	0	0
21	RFA	Korean Service	\$5.24 million	24.5	66.5	1.5	1.5
22	VOA	Indonesian Service	\$5.10 million	35.9	48.4	3.93	10.47
23	RFE/RL	Radio Svoboda (Ukrainian)	\$5.09 million	26.18	43.46	5.03	9.05

USAGM Services Ranked by FY 2019 Budgets

	Service	Name	FY 2019 Total Funding with Program Delivery	FY 2019 Original Broadcast Hours Radio/Audio (per week)	FY 2019 Total Broadcast Hours Radio/Audio (per week)	FY 2019 Original Broadcast Hours TV/Video (per week)	FY 2019 Total Broadcast Hours TV/Video (per week)
24	VOA	Korean Service	\$4.91 million	39.5	49	2.88	2.88
25	VOA	Khmer Service	\$3.95 million	10.5	21	0.75	0.75
26	RFE/RL	Radio Mashaal (Pashto)	\$3.80 million	54.85	63	0	0
27	VOA	Tibetan Service	\$3.56 million	42	168	3	36
28	VOA	Burmese Service	\$3.50 million	14	35	5.58	22.08
29	VOA	Kurdish Service	\$3.35 million	62	62	3.1	3.1
30	RFE/RL	Radio Azattyk (Kyrgyz)	\$3.34 million	33	52.5	9.25	9.25
31	VOA	Horn of Africa Service	\$3.10 million	16	34.5	0.25	0.25
32	VOA	Turkish Service	\$2.80 million	0	0	3	6
33	VOA	Radio Deewa (Pashto)	\$2.79 million	35	42	28.33	28.33
34	RFE/RL	Radio Tavisupleba (Georgian), Ekho Kavkaza (Russian)	\$2.69 million	14.5	24.5	1.87	1.87
35	VOA	Somali Service	\$2.54 million	23.5	33	0.58	0.58
36	RFE/RL	Radio Europa Libera (Romanian to Moldova)	\$2.53 million	11.02	13.02	4	5
37	VOA	Central Africa Service	\$2.49 million	21.14	40.14	0	0
38	RFE/RL	Radio Svaboda (Belarusian)	\$2.36 million	3.5	168	0	0
39	VOA	Ukrainian Service	\$2.25 million	0	0	2.75	2.75
40	RFE/RL	Radio Ozodi (Tajik)	\$2.16 million	11.08	39.33	3	3
41	VOA	Swahili Service	\$2.15 million	13.2	15.2	3	3
42	RFE/RL	Radio Azattyq (Kazakh)	\$2.14 million	0	0	1.25	1.25
43	RFA	Burmese Service	\$2.13 million	8	93	9	34
44	RFE/RL	Radio Azatutyun (Armenian)	\$2.10 million	12.92	16.92	47.5	81.83

USAGM Services Ranked by FY 2019 Budgets

	Service	Name	FY 2019 Total Funding with Program Delivery	FY 2019 Original Broadcast Hours Radio/Audio (per week)	FY 2019 Total Broadcast Hours Radio/Audio (per week)	FY 2019 Original Broadcast Hours TV/Video (per week)	FY 2019 Total Broadcast Hours TV/Video (per week)
45	VOA	Hausa Service	\$2.06 million	16	16	0.75	0.75
46	RFE/RL	Radio Azadliq (Azerbaijani)	\$1.97 million	0.5	73.08	1.5	1.5
47	VOA	Vietnamese Service	\$1.93 million	0	0	3.5	3.5
48	RFE/RL	Radio Ozodlik (Uzbek)	\$1.89 million	8.52	168	0	0
49	VOA	Bangla Service	\$1.84 million	3.5	3.5	0.56	0.56
50	VOA	Albanian Service	\$1.80 million	0	0	3.75	3.75
51	RFA	Khmer Service	\$1.78 million	14	59.5	7.5	7.5
52	RFA	Lao Service	\$1.47 million	4.5	52.5	0.2	0.2
53	RFA	Uyghur Service	\$1.46 million	7	49	1.3	7.3
54	VOA	Serbian Service	\$1.44 million	0	0	3	3
55	RFE/RL	Radio Azatliq (Tatar-Bashkir)	\$1.37 million	0.42	0.42	0	0
56	VOA	Portuguese to Africa Service	\$1.34 million	10	10	0.25	0.25
57	VOA	Lao Service	\$1.29 million	4	4.5	0.17	0.17
58	RFA	Vietnamese Service	\$1.26 million	3.5	10.5	3.4	3.4
59	RFE/RL	North Caucasus Languages Services	\$1.26 million	0	0	0.33	0.33
60	VOA	Zimbabwe Service	\$1.22 million	17	17	0	0
61	VOA	Creole Service (Haiti)	\$1.19 million	10.75	15.75	2.08	2.08
62	RFA	Cantonese Service	\$1.14 million	6	55	6	16.5
63	VOA	Thai Service	\$1.04 million	6.04	6.54	0.66	0.66
64	VOA	Bosnian Service	\$1.02 million	0	0	2.75	2.75
65	VOA	Learning English	\$1.02 million	3.5	84	0.23	7.53
66	RFE/RL	Radio Azatlyk (Turkmen)	\$904,000	3.5	56	0	0

USAGM Services Ranked by FY 2019 Budgets

	Service	Name	FY 2019 Total Funding with Program Delivery	FY 2019 Original Broadcast Hours Radio/Audio (per week)	FY 2019 Total Broadcast Hours Radio/Audio (per week)	FY 2019 Original Broadcast Hours TV/Video (per week)	FY 2019 Total Broadcast Hours TV/Video (per week)
67	VOA	Uzbek Service	\$878,000	0	0	1	4.5
68	VOA	Cantonese Service	\$869,000	7	54	0.17	0.67
69	VOA	Azerbaijani Service	\$867,000	0	0	1.25	3.75
70	VOA	Georgian Service	\$676,000	0	0	1.5	1.5
71	VOA	Macedonian Service	\$499,000	0	0	1	1
72	VOA	Armenian Service	\$496,000	0	0	1.75	1.75
73	RFE/RL	Bulgarian (Digital Only)	\$347,000	0.1	0.1	0	0
74	VOA	Bambara Service	\$72,000	5.5	9	0	0
75	VOA	English to Asia (included in News Center)	N/A	4	6.08	0.23	0.23

USAGM LANGUAGE SERVICES

Voice of America (VOA) Voice of America's News Center (Language: English)



Origin: 1942

FY 2019 Service Actual Spending:
\$24.272 million

FY 2019 Service + Program Delivery: \$24.272 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 127 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 14.42 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, USAGM-Owned Terrestrial

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, App

With bureaus on five continents producing original content for television, OTT, mobile apps, radio, and social media, VOA's News Center serves as the agency's 24/7 news hub, supplying as many as 47 language services with the lifeblood of their programming. The News Center also offers a roster of original content; a stand-alone investigative team; award-winning documentaries on topics rarely approached elsewhere; and a "Press Freedom" team. Special areas of focus include politics, education, Silicon Valley/technology, refugees, immigration, health/science and content that tells America's story by presenting U.S. policy and significant American thought and institutions. Combined with comprehensive coverage of major news events, balanced analysis and extensive beat coverage, the editorial output of VOA's News Center results in a formidable catalog of trustworthy journalism brought to global audiences estimated to exceed 280 million viewers, listeners, and readers around the world.

Major Programs:

- **Plugged in with Greta Van Susteren:** A 30-minute weekly television program that focuses on the latest developments in U.S. policy and how they relate to the world.
- **VOA Connect:** A 30-minute weekly television program featuring stories of people across the United States telling America's story.
- **English Radio Newsbriefs:** Hourly English Radio Newsbriefs that feature the global news gathering resources of VOA. The anchors write and produce the Newsbrief using the News Center's lineup as a guide. Each Newsbrief is audio rich with stories from VOA reporters, actualities culled from Language Service interviews and sound from AP and Reuters correspondents.
- **Special Events:** The News Center oversees "special events" programming, such as townhalls and their coordination, and is responsible for agency-wide news coverage planning.

VOA Learning English

Origin: 1951

FY 2019 Service Actual Spending: \$1.015 million

FY 2019 Service + Program Delivery: \$1.015 million

TV/Video Original Programming: 0.23 hours/week

TV/Video Total Broadcast: 7.53 hours/week

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 84 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Medium Wave, Streaming

Website, Social Media, App

VOA Learning English endeavors to engage English learners around the world through lessons and content that speak to the interests of individuals. The Service reaches learners at their level of proficiency – from beginners to intermediate and advanced. Through partnerships with organizations, including radio and television stations, around the world, Learning English provides English educators with audio and video content and curriculum to teach American English in VOA-targeted countries and regions. Learning English produces content using a limited vocabulary and simple writing style to reach English learners.

Major Programs:

- **Video English in a Minute:** A short captioned weekly segment explaining American idioms.
- **English at the Movies:** A short captioned weekly segment using movie clips to explain popular expressions.
- **Everyday Grammar TV:** A captioned weekly series that teaches grammar points for learners of American English.
- **Let's Learn English Levels 1 and 2:** A 52-week and subsequent 30-week captioned program for beginning English learners from certified American English teachers.
- **Let's Teach English:** An online training program for English language teachers.
- **News Words:** A short captioned weekly program explaining a word or term used in news stories.
- **Audio Daily Podcast:** A daily 30-minute program focusing on news and information for English learners.
- **Talk2U:** A daily digital program on Facebook for English learners.
- **Curriculum Development:** VOA Learning English works with partners around the world to produce tailored programs for specific audiences.
- **In Your Language:** Bilingual educational content for multiple platforms jointly produced with VOA language services including: Mandarin, Korean, Pashto, Dari, French, Indonesian, Bangla, Turkish and Russian.

Voice of America (VOA): Africa

VOA Bambara Service (Language: Bambara)

Origin: 2013

FY 2019 Service Actual Spending: Included in VOA French to Africa in FY19

FY 2019 Program Delivery: \$0.072 million

Radio/Audio Original Programming: 5.5 hours/week

Radio/Audio Total Broadcast: 9 hours/week

Delivery Method:

Radio/Audio: Affiliate, USAGM-owned FM, Streaming

Website, Social Media, App

VOA Bambara produces a mix of news and interactive programming for radio and the Internet. Established in March 2013, the Service has become the primary source of independent news in the country, especially in the north, which is largely controlled by Tuareg separatists and Islamist groups. VOA Bambara's radio and Internet programs are a reliable source of news for millions of Malians. VOA Bambara programming airs through USAGM-owned FM transmitters in the three main cities – Bamako, Gao, and Timbuktu – as well as via local affiliate partners. VOA Bambara programs provide comprehensive news and information with an emphasis on taboo topics not reported in other media, as well as cultural programming, discussion, and opportunities for audience engagement. The Service also publishes news about Mali and the region on its website.

Major Programs:

- **Mali Kura:** A 30-minute daily radio news and current affairs program.
- **Washington Correspondent:** A weekly 30-minute U.S. news video report covering U.S. politics.
- **Farafina:** A 60-minute weekly interactive radio talk show in which scholars, artists, theologians, politicians, and listeners from around the world discuss social issues.
- **An Ba Fo:** A 60-minute weekly radio call-in show in which politicians, artists, and ordinary citizens discuss local issues affecting the lives of millions of people in Mali.

VOA Central Africa Service (Languages: Kinyarwanda, Kirundi)

Origin: 1996

FY 2019 Service Actual Spending: \$1.503 million

FY 2019 Service + Program Delivery: \$2.485 million

Radio/Audio Original Programming: 21.14 hours/week

Radio/Audio Total Broadcast: 40.14 hours/week

Delivery Method:

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, App

VOA's Central Africa Service broadcasts radio programs in Kirundi and Kinyarwanda to Africa's Great Lakes region. VOA sets the standard of impartial and comprehensive reporting in a region torn by ethnic and political conflict, promoting democratic values, and fostering civil dialogue and reconciliation between all political stakeholders. Programming in Kirundi is especially relevant as

it is the only language spoken by half of all Burundians. Over the years, the Central Africa Service's journalists have covered Rwanda's post-genocide recovery, conflict in DRC, and Burundi's civil war and transition to a multi-ethnic democracy. Kirundi and Kinyarwanda broadcasters also host health, entertainment, and youth segments.

Major Programs:

- **Murisanga:** A program engaging audiences on issues of peaceful cohabitation, political tolerance and combating hate speech and rumors, especially among younger populations.
- **Dusangire Ijambo:** A weekly program that seeks insights from scholars, government officials and civil society leaders on major issues of the day in the region, Africa, and the world.
- **Iwanyu mu Ntara:** In-depth coverage with reports and features from refugee camps and rural areas of Burundi.
- **Amakuru:** Three daily segments about local, regional, and world news.
- **Ejo:** A weekly youth program focusing on youth entrepreneurship that promotes civil discourse, unity, and reconciliation among youth in the region.
- **Americana:** Tells American stories from U.S. history, politics, cultural and scientific heritage, as well as an American perspective on world issues.
- **VOA60Afurika:** A one-minute roundup video of Africa's top daily stories.

VOA English to Africa Service (Language: English)

Origin: 1963

FY 2019 Service Actual Spending: \$5.854 million

FY 2019 Service + Program Delivery: \$8.092 million

TV/Video Original Programming: 5.5 hours/week

TV/Video Total Broadcast: 87.5 hours/week

Radio/Audio Original Programming: 60.5 hours/week

Radio/Audio Total Broadcast: 173 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, App

VOA's English to Africa Service provides multimedia news and information covering all 54 countries in Africa. The Service's programs reach more than 25 million people through radio, television, internet, and social media. The programs target the English-speaking populations in all 54 African countries. VOA's English to Africa Service seeks to report on critical issues and engage audiences in discussions about current events to improve their understanding of, and participation in, recent developments. English to Africa aims to provide timely and accurate information on global, African, and U.S. events throughout the week. The Service offers in-depth discussion on issues ranging from politics and society, to health, lifestyle, youth issues, and sports.

Major Programs:

- **Africa 54:** A 30-minute weekday television program featuring stories Africans are talking about with VOA correspondents and interviews with experts.
- **Straight Talk Africa:** A 60-minute weekly television program that discusses politics, economic development, press freedom, human rights, and social issues.
- **Our Voices:** A 30-minute weekly television roundtable discussion with a Pan-African cast of female participants focused on topics of vital importance to African women.
- **Healthy Living:** A 15-minute weekly television health show with an emphasis on prevention and practical solutions for Africans.
- **Africa News Tonight:** A 30-minute weekday radio news program featuring VOA correspondent reports, with stories on humanitarian topics, environmental issues, science and technology, and the African diaspora.
- **Daybreak Africa:** A 30-minute weekday radio show that looks at the latest developments on the continent.
- **Nightline Africa:** A 60-minute weekend radio news program that highlights the latest issues and developments on the continent.

VOA French to Africa Service (Languages: French, Lingala, Sango, Wolof)

Origin: 1960

FY 2019 Service Actual Spending: \$4.214 million

FY 2019 Service + Program Delivery: \$5.756 million

TV/Video Original Programming: 3.75 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Radio/Audio Original Programming: 52.08 hours/week

Radio/Audio Total Broadcast: 173 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, App

VOA French to Africa produces a broad mix of news and interactive programming for audiences in 17 Francophone Africa countries. The Service seeks to reach audiences in the 18-27 age range through music, talk, and magazine programs that address issues of importance to their generation. VOA French to Africa aims to deliver the independent interviews, debates, and in-depth reporting otherwise absent from state-owned or supported media that dominate the airwaves in many countries. The programs include coverage of gender, health, social issues, business and economics, and religion, as well as information on the United States and the American experience. The Service also produces programming in Lingala, Sango, and Wolof.

Major Programs:

- **LMA TV:** A 30-minute weekday television program with U.S., African, and international news about business, technology, social media, and sports.
- **Vous+Nous:** A 30-minute weekly television program that focuses on stories of young people who are improving their lives and communities in the United States and Africa.

- **Washington Forum:** A 30-minute weekly television program with in-depth debate and discussions.
- **Carnet de Santé:** A 15-minute weekly health television show focused on prevention and practical solutions.
- **Le Monde Aujourd'hui:** A 30-minute weekday radio news program.
- **Votre Santé, Votre Avenir:** A 30-minute weekly interactive radio program devoted to health and well-being.
- **Le Monde au Féminin:** A Radio-on-TV weekly magazine program focusing on women and youth.
- **RM Show:** A 60-minute weekday interactive issues and entertainment radio show.
- **Sporama:** A weekly sports magazine radio program.
- **Lingala programs:** Twice weekday five-minute newscasts and weekday five-minute health segments.
- **Sango program:** A 30-minute weekday radio program with national and international news, interviews, analysis, reactions, and cultural features.

VOA Hausa Service (Language: Hausa)

Origin: 1979

FY 2019 Service Actual Spending: \$1.688 million

FY 2019 Service + Program Delivery: \$2.064 million

TV/Video Original Programming: 0.75 hours/week

TV/Video Total Broadcast: 0.75 hours/week

Radio/Audio Original Programming: 16 hours/week

Radio/Audio Total Broadcast: 16 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, App

VOA's Hausa Service focuses on programming for young audiences and reaches approximately 12 million people every week. VOA Hausa provides content on radio and television as well as a website that features live and on-demand broadcasts. Politically and economically, targeted countries are vital to U.S. interests, particularly Nigeria with a population of 170 million, vast oil and gas resources and a sizeable Muslim population. VOA Hausa also aims to reach those across the Niger Republic, Ghana, Chad, and Cameroon. The Hausa program line-up includes integrated newscasts, magazine shows, diverse stringer reports, exclusive interviews, a call-in show with prominent leaders, listeners' emails, phone calls, texts, and online engagement.

Major Programs:

- **Taskar VOA:** A weekly 30-minute youth-driven TV magazine focusing on current affairs, religion, technology and entertainment.
- **Lafiarmu:** A weekly 15-minute health-focused TV show with an emphasis on preventive measures and practical solutions.
- **Yau Da Gobe:** A weekday 30-minute radio show targeting women and youth, with a strong online and on-demand presence.

- **Weekly features:** VOA Hausa produces a variety of 10 minute radio feature segments, including a program presenting opposing views on current issues in the region; a feature tracking corruption; a program that provides constitutional and legal interpretation of political issues of the day; a joint production between VOA Hausa and its affiliates offering profiles of rural towns and villages; a feature in which stringers visit local markets; and a roundtable on press freedom issues with journalists drawn from various locations.

VOA Horn of Africa Service (Languages: Afan Oromo, Amharic, Tigrigna)

Origin: Amharic – 1982; Tigrigna and Afan Oromo – 1996

FY 2019 Service Actual Spending: \$2.851 million

FY 2019 Service + Program Delivery: \$3.103 million

TV/Video Original Programming: 0.25 hours/week

TV/Video Total Broadcast: 0.25 hours/week

Radio/Audio Original Programming: 16 hours/week

Radio/Audio Total Broadcast: 34.5 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming, Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, App

VOA's Horn of Africa Service broadcasts to Ethiopia and Eritrea in three languages: Amharic, Afan Oromo, and Tigrigna. The Service's programs target the more than 100 million people who live in Ethiopia and Eritrea, as well as diaspora communities worldwide. VOA Horn of Africa provides local, regional, U.S., and international news, as well as an array of programming about Ethiopian, Eritrean, and American culture, politics, and current affairs. According to a 2018 USAGM survey in Ethiopia, VOA has a weekly audience of more than seven million adults, with the largest audience among those aged 15 to 34 years. The survey results also indicate that ninety-eight percent of the audience said they trust VOA's news and information.

Major Programs:

- **Call-In:** A 20-minute Amharic radio program featuring newsmakers and experts answering audience questions.
- **Democracy in Action:** A weekly Amharic radio feature on issues of democracy, social and economic development, and human rights.
- **Gabina VOA:** A 30-minute Amharic radio show that explores a range of youth-focused topics, including migrants, health, entrepreneurship, technology and innovation, local governance, music, and life in America.
- **Afan Oromo:** Broadcasts weekdays about regional and world news and provides feature stories about democracy, health, development, and American stories. Includes the weekly program: "Do You Know This about Oromos?"
- **Tigrigna:** Broadcasts weekly news and features of interests to Tigrigna-speaking listeners in northern Ethiopia and Eritrea. Weekly programs include: People to People, and Eritreans in America.
- **Nuro Betenenet:** A 15-minute weekly Amharic health television program focusing on prevention and practical solutions for Africans including good health during pregnancy, easy hygiene practices, fitness and healthy eating habits.

VOA Portuguese to Africa Service (Language: Portuguese)

Origin: 1976

FY 2019 Service Actual Spending: \$1.205 million

FY 2019 Service + Program Delivery: \$1.339 million

TV/Video Original Programming: 0.25 hours/week

TV/Video Total Broadcast: 0.25 hours/week

Radio/Audio Original Programming: 10 hours/week

Radio/Audio Total Broadcast: 10 hours/week

Delivery Method:

TV/Video: Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, App

The VOA Portuguese to Africa Service broadcasts to Lusophone Africa with a particular focus on Angola, Mozambique, and other countries where there are sizable Portuguese-speaking communities. Portuguese broadcasts also reach East Timor in Southeast Asia, as well as Brazil via shortwave and the internet. Programs include news, interviews, and a wide variety of features, including music and art. The Service also broadcasts call-in shows and several video products. The Service has affiliate stations in Mozambique, Cape Verde, and Guinea-Bissau.

Major Programs:

- **VOA60Africa, VOA60Mundo, VOA60Americ:** One-minute roundups of the regional, world, and top U.S. stories each day.
- **Passadeira Vermelha:** A 15-minute weekly television program that covers the latest in celebrity news, fashion, sports, film, and television around the world.
- **The 90-minute Weekday Program:** A comprehensive look at the day's events, including business and sports, interviews, reports, and features. The Service broadcasts a 60-minute show on weekends. Broadcast highlights include Your Health, Agenda Africa, Themes and Debates, Arts and Entertainment, Politics in Angola & Top Ten, Angola's Human Face or Angola's Culture, Ask Dr. Nidia and Listener Club.
- **Angola Window:** Covers the daily lives of Angolans in Luanda and in the provinces. On weekends, the show focuses on current political issues as well as social and cultural themes.
- **Angola, Fala Só:** A weekly call-in show focusing on Angola.
- **Washington Fora d'horas:** A daily Facebook Live show providing breaking news in politics, economics and social issues in Lusophone Africa and the world.

VOA Somali Service (Language: Somali)

Origin: 2007

FY 2019 Service Actual Spending: \$2.251 million

FY 2019 Service + Program Delivery: \$2.538 million

TV/Video Original Programming: 0.58 hours/week

TV/Video Total Broadcast: 0.58 hours/week

Radio/Audio Original Programming: 23.5 hours/week

Radio/Audio Total Broadcast: 33 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM

Website, Social Media, App

VOA's Somali Service aims to provide news and information about a wide range of Somali affairs, including political and social issues, health, development, music, and culture. A team of Somali broadcasters based in Washington, D.C., along with freelance reporters in Somalia and elsewhere in Africa and the world, provides news to a country with a new government at war with the terrorist group al-Shahab. Program formats include panel discussions, debates, interviews with newsmakers, and call-in shows that encourage Somali leadership and the general population to express personal opinion on topics of interest. People who drive the news, from the Somali President to insurgents, are interviewed regularly. A 2016 USAGM survey indicated that the Service reaches 32.2 percent of adults in Somaliland and 24 percent of adults in Mogadishu.

Major Programs:

- **Qubanaha:** A 30-minute weekly television show presenting news and development features from Somalia and North America.
- **Qubanaha Maanta:** A Facebook video show anchored from Washington with U.S. and international news content, correspondent reports from Somalia, in-studio analysis of technology and sports, and a viewer-contributed video in a "What is on your mind?" segment.
- **Investigative Dossier:** A weekly program covering corruption and other issues in Somalia and the wider African continent.
- **Youth Show:** A 30-minute weekday radio show focusing on issues of interest to young Somali speakers.
- **Evening Show:** A one-hour weekday radio show broadcast repeated at a different time daily for affiliates.
- **Women and Family Affairs:** A weekly women's segment tackling stories of particular interest to female audiences.

VOA Swahili Service (Language: Swahili)

Origin: 1962

FY 2019 Service Actual Spending: \$1.767 million

FY 2019 Service + Program Delivery: \$2.153 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Radio/Audio Original Programming: 13.2 hours/week

Radio/Audio Total Broadcast: 15.2 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, USAGM-owned FM, Satellite

Website, Social Media, App

The VOA Swahili Service reaches just over 15 million people in the east and central African nations of Tanzania, Kenya, Uganda, Burundi, Rwanda, the Democratic Republic of Congo and several

pockets of Swahili-speaking communities in West and Southern Africa, the Middle East, and Asia. The Service offers news and features on important international, regional, and U.S. stories.

Major Programs:

- **Duniani Leo:** A 30-minute weekday news television show that analyzes important stories in the region and world, along with regular segments on technology, sports, business, and entertainment.
- **Maisha na Afya:** A 15-minute weekly health-focused TV show with an emphasis on preventive measures and practical solutions.
- **Red Carpet:** A weekly television program covering celebrity news, fashion, sports, film, and television around the world.
- **VOA Express:** A weekday youth-oriented radio program examining major social, cultural, security, and political issues in Kenya and the region, including American trends and issues.
- **Kwa Undani:** A weekday radio talk show that takes a closer look at major daily news stories from the region and the United States.
- **Women's World:** A weekly radio program that reports on issues of interest to women and highlights female achievements in the region.
- **Live Talk:** A popular radio call-in program that allows listeners to participate in discussions with experts and newsmakers on different topics.

VOA Zimbabwe Service (Languages: Shona, Ndebele)

Origin: 2003

FY 2019 Service Actual Spending: \$0.755 million

FY 2019 Service + Program Delivery: \$1.223 million

Radio/Audio Original Programming: 17 hours/week

Radio/Audio Total Broadcast: 17 hours/week

Delivery Method:

TV/Video: OTT/Streaming (Radio on TV simulcast)

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

VOA Zimbabwe provides extensive and comprehensive coverage of political, social, and economic developments in Shona and Ndebele. VOA presents credible and balanced information, reaching out to government officials, opposition parties, members of civil society and ordinary citizens. It continues to be an important source of independent information in a country where one party has ruled since independence in 1980.

Major Programs:

- **Studio 7:** A source for extensive and comprehensive coverage of political, economic and social developments. On both its radio and Radio-on-TV platforms, the weekday Studio 7 offers a variety of segments that focus on women and youth-related issues, religion and culture, the diaspora community, the rural population and health – including the HIV/AIDS epidemic – as well as education, the arts and sports. Studio 7 draws upon a network inside Zimbabwe, South Africa, and Botswana to provide extensive coverage

of developments on the ground, from major cities like Harare, Bulawayo, Gaborone, and Johannesburg to smaller towns like Chinhoyi and Gwanda, as well as rural areas.

- **Live Talk:** A call-in Radio-on-TV (simulcast) talk show, Live Talk provides a platform for audience members to air their views on developments taking place in southern Africa. The program aims to enlighten citizens on critical issues by engaging experts, non-state actors, politicians, and government officials.

Voice of America (VOA): East Asia and Pacific VOA Burmese Service (Language: Burmese)

Origin: 1943

FY 2019 Service Actual Spending: \$3.220 million

FY 2019 Service + Program Delivery: \$3.496 million

TV/Video Original Programming: 5.58 hours/week

TV/Video Total Broadcast: 22.08 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 35 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Shortwave, Satellite

Website, Social Media, App

VOA Burmese provides millions of Burmese with the latest news from Myanmar, Southeast Asia, the United States, and the world. Despite the relaxation of military control in recent years, Myanmar remains a restricted media environment. The Service provides programs on radio, television, internet, and VOA Burmese's social media platforms. VOA Burmese also targets Burmese communities in neighboring Thailand and Bangladesh. The Service closely monitors and reports U.S. and international attention to Burmese national developments, especially in the areas of human rights and press freedom. VOA Burmese also educates and engages its audiences with lessons and features on English teaching, health, society, lifestyle, and entertainment. According to USAGM research conducted in 2018, the Service's programs reach 10.4 percent of the country's adult population. VOA Burmese's Facebook page is the tenth most popular Facebook page among media organizations in Burma, generating 222 million video views and 22.7 million engagement actions in 2019.

Major Programs:

- **The Daily News from VOA:** A 30-minute live television news program.
- **English Learning:** Television shows that are broadcast on a local TV affiliate and published by the top selling Burmese newspaper.
- **VOA Burmese News:** A radio show that includes original reporting from Myanmar, Southeast Asia, and the United States, along with analysis and informational reports on civil society.

VOA Cantonese Service (Language: Cantonese)

Origin: 1987 (also on air 1941–1945 and 1949–1963)

FY 2019 Service Actual Spending: \$0.843 million

FY 2019 Service + Program Delivery: \$0.869 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.67 hours/week

Radio/Audio Original Programming: 7 hours/week

Radio/Audio Total Broadcast: 54 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Shortwave

Website, Social Media, App

The VOA Cantonese Service offers audiences news and information with a broad range of views otherwise unavailable on Chinese state media. The Service provides content that the average Chinese citizen can use to build civil society institutions. As China tightens control of Hong Kong, its citizens also turn to VOA for information about U.S. reactions. VOA Cantonese targets an audience of over 100 million Cantonese speakers in the most economically dynamic region of south China. VOA also serves Cantonese speakers in Hong Kong, Macau, Australia, and Chinese communities in Southeast Asia where Cantonese is the preferred dialect.

Major Programs:

- **American Report:** A five-minute weekly feature television program that includes the latest developments in science, medicine, arts and entertainment.
- **Daily Video News:** A five-minute television program that provides the latest news available on the VOA Cantonese website, YouTube, and Facebook pages.
- **VOA60 World:** A daily one-minute television news segment covering major world developments.
- **News in Brief:** A five-minute radio new program at the top of the hour and news updates on the half hour during the two-hour daily program with a predominant focus on U.S.-China relations and international news.
- **Windows to the World:** A 25-minute radio segment repeated four times within the two-hour daily show that includes interviews and expert analysis on the United States, China, and world affairs.

VOA English to Asia Service (Language: English)

Origin: 2018

FY 2019 Service Actual Spending: Included in VOA News Center in FY19

FY 2019 Service + Program Delivery: Included in VOA News Center in FY19

TV/Video Original Programming: 0.23 hours/week

TV/Video Total Broadcast: 0.23 hours/week

Radio/Audio Original Programming: 4 hours/week

Radio/Audio Total Broadcast: 6.08 hours/week

Delivery Method:

TV/Video: Affiliate, USAGM-Owned Terrestrial

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, App

VOA English to Asia broadcasts news and information to English-speaking populations in the East, Southeast, and South Asian regions. The television, radio, internet, and social media programs target audiences living in Asia interested in global, U.S. and regional Asia news. With a focus on university students, the Service produces a daily radio Asia news program and multiple daily and weekly feature programs on everything from business, technology, health, and sports to education. Many university radio stations in the Philippines, Thailand, Malaysia, Indonesia, Taiwan, Singapore, and South Korea air VOA's English to Asia programs. The Service's feature programs can be read and heard on social media, the internet, and at regional radio and television affiliate stations throughout East, South, and Southeast Asia.

Major Programs:

- **VOA Asia:** A 25-minute radio program that presents stories about Asia from VOA's reporters.
- **VOA Asian Weekend:** A 60-minute weekend broadcast that looks at the past week's headlines.
- **Weekly Wraps:** A three -minute weekly broadcast about business, technology, health, entertainment, and sports news from Asia and around the world.
- **Campus Connection:** A 30-minute weekly broadcast that features the lives of students studying in America with their counterparts in Asia.
- **The Game Room:** A ten-minute weekly program that covers big sports events from around the world.
- **Business Scene:** A three-minute weekly video roundup of business news from Asia and around the world.
- **Asians in America:** A 15-minute weekly Facebook Live program that features one Asian or Asian-American's unique story.

VOA Indonesian Service (Language: Indonesian)

Origin: 1942

FY 2019 Service Actual Spending: \$5.003 million

FY 2019 Service + Program Delivery: \$5.104 million

TV/Video Original Programming: 3.93 hours/week

TV/Video Total Broadcast: 10.47 hours/week

Radio/Audio Original Programming: 35.9 hours/week

Radio/Audio Total Broadcast: 48.4 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

The VOA Indonesian Service aims to provide trusted and credible news and information about Indonesia, the United States, and the world to help audience members make informed decisions about important issues and to better understand diversity and tolerance in a country with the world's largest Muslim population, the world's third largest democracy, and the world's fourth largest population overall. The Service reaches an audience of nearly 39 million people-- or 21.3 percent of the adult population by television, radio, and digital platforms including websites and social media pages. Its programs are carried by more than 400 FM/AM radio, TV and digital affiliates, as well as website and social media accounts. The Service generates nearly 239,000

weekly visits on the website, over 197,000 weekly engagements actions on social media, 2.2 million weekly video views on Facebook, 755,000 on YouTube, and almost 700,000 weekly video views on Instagram.

Major Programs:

- **Dunia Kita:** A 30-minute human-interest television program.
- **Laporan VOA:** A five-day-per-week television program that centers around economic reports for a major affiliate's business newscasts.
- **Kilas VOA:** A one-minute daily international news brief.
- **VOA Pop News:** A 30-minute weekly multi-platform talk show featuring stories on American and global pop culture.
- **Warung VOA:** A 30-minute weekly television talk show that explores culture and lifestyle for a partner station in East Java.
- **Breakfast & Evening Show:** Two radio programs that report on the latest American and international news as well as reports by VOA's correspondents in the United States and around the world.
- **Start Your Day with VOA:** A 30 minute daily morning radio news program for major radio networks.
- **VOA Direct Connect:** A 60-minute radio program about culture.
- **VOA Executive lounge:** A 30-minute radio talk show that targets young professionals.

VOA Khmer Service (Language: Khmer)

Origin: 1962 (also on air 1955-1957)

FY 2019 Service Actual Spending: \$2.581 million

FY 2019 Service + Program Delivery: \$3.949 million

TV/Video Original Programming: 0.75 hours/week

TV/Video Total Broadcast: 0.75 hours/week

Radio/Audio Original Programming: 10.5 hours/week

Radio/Audio Total Broadcast: 21 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, App

VOA Khmer is a multimedia news operation that reaches its Cambodian audience by radio, TV, and the internet. VOA Khmer's programs serve Cambodians as a trusted source of news and information about the United States, Asia, and Cambodia in the Khmer language. The Service targets students, young to mid-career professionals, and government workers. The Service aims to build on a reputation for reliability established through three decades of wartime broadcasts. According to USAGM research, in 2019, VOA Khmer reached 8.5 percent of the population across all platforms. VOA Khmer's digital presence has become increasingly important following a severe crackdown by Cambodian authorities in the second half of 2017 against independent media, civil society organizations, and the opposition party. VOA Khmer's Facebook page is consistently among the top ten most popular pages in Cambodia, generating over 222,000 engagement actions and over 2.5 million video views per week in 2019. VOA Khmer also has the second most

engaged Cambodian audience on Twitter.

Major Programs:

- **VOA Today:** A television news insert with stories on U.S. news, broadcast on local television stations.
- **Washington Today:** Television news segments about U.S. news, broadcast via an affiliate.
- **U.S. Business News:** TV news-inset packages about economic developments in the United States.
- **VOA Science:** Two 13-episode TV series each year for affiliates. Each episode is three to four minutes long.
- **Evening New Hours:** A 60-minute international breaking news and features radio program that covers the latest developments in the United States, Asia, Cambodia, and the world.
- **Hello VOA:** A 30-minute live call-in radio talk show that features guests from NGOs, the government, businesses, universities, and the health sector.
- **Sunrise News:** A 30-minute news program covering the latest global developments.

VOA Korean Service (Language: Korean)

Origin: 1942

FY 2019 Service Actual Spending: \$4.873 million

FY 2019 Service + Program Delivery: \$4.908 million

TV/Video Original Programming: 2.88 hours/week

TV/Video Total Broadcast: 2.88 hours/week

Radio/Audio Original Programming: 39.5 hours/week

Radio/Audio Total Broadcast: 49 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

VOA's Korean Service broadcasts news and information about North Korea, South Korea, the United States, and the world, including international reaction to human rights conditions in North Korea and North Korea's nuclear and missile programs. VOA Korean serves an audience in North Korea that has no freedom of speech, press, or assembly. VOA Korean reaches North Korean elites who represent 10-15 percent of the population with timely and authoritative news about U.S. policy towards North Korea and the state of bilateral relations. The information provided by the Service is otherwise unavailable to North Koreans through the state-controlled North Korean media. VOA Korean provides timely, relevant news and information through television, radio, and the internet. Programming is distributed via social media platforms, including YouTube, in addition to the Service's website and satellite network. As of October 2020, the number of subscribers to VOA Korean television programming on its YouTube channel exceeded 203,000. In particular, YouTube viewership has grown in countries such as Russia, where many North Korean migrant workers and officials frequently travel.

Major Programs:

- **Washington Talk:** A 20-minute weekly television program based in Washington that discusses the week's top events affecting North Koreans featuring high caliber experts and policy makers in the United States.
- **VOA Newscast:** A 10-minute television news program that provides major news stories with analysis of special interest to North Koreans.
- **Flushing People:** A 20-minute, biweekly documentary series that provides a colorful examination of one of America's largest Korean communities in Flushing, New York.
- **My America:** A 20-minute monthly documentary television series profiling Korean-Americans who overcame enormous challenges to make their dreams come true.
- **VOA News Today:** A three-hour daily radio news show that provides comprehensive coverage on North Korea from Washington and Seoul.
- **Live from Washington:** A two-hour daily radio show about current events as well as entertainment developments in the United States and around the world.

VOA Lao Service (Language: Lao)

Origin: 1962

FY 2019 Service Actual Spending: \$0.803 million

FY 2019 Service + Program Delivery: \$1.287 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.17 hours/week

Radio/Audio Original Programming: 4 hours/week

Radio/Audio Total Broadcast: 4.5 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Medium Wave

Website, Social Media, App

VOA Lao serves as a reliable local source for news and information about the world, reporting on events and developments not otherwise covered by the local media, including government inefficiency, lack of accountability, and corruption. VOA Lao covers developments related to U.S. and Lao relations, especially on such issues as U.S. assistance in removing unexploded ordinances from the Indochina War and USAID's work in developing better governance in the country. The Service provides information on education for isolated minority audiences in remote areas of the country. The Service can be heard on medium wave and local FM affiliate stations in Laos and northeastern Thailand.

Major Programs:

- **English with Toul & Mani:** A five-minute television video segment airing twice weekly that explains English idioms.
- **Regional and World News:** A 30-minute daily radio show that covers regional and world news, correspondent reports, news analysis, and weekly features on Laotians living and working overseas.

VOA Mandarin Service (Language: Mandarin)

Origin: 1941

FY 2019 Service Actual Spending: \$11.702 million

FY 2019 Service + Program Delivery: \$11.706 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 91 hours/week

Radio/Audio Original Programming: 15 hours/week

Radio/Audio Total Broadcast: 63 hours/week

Delivery Method:

TV/Video: Affiliate (limited), Satellite

Radio/Audio: Shortwave, Medium Wave, Satellite

Website, Social Media, App

VOA Mandarin broadcasts news and feature reports that provide Chinese audiences with an accurate understanding of the United States, its policy, people and society. The Service offers Chinese-speaking populations in the People's Republic of China and around the world daily television and radio broadcasts as well as digital content that tells the story of America and its relations with China. VOA Mandarin delivers fact-based reporting on events and a wide range of perspectives from the United States and Asia. In light of the increasingly aggressive Chinese propaganda offensive, VOA Mandarin serves an important role of counter disinformation by the PRC state media with objective and fact-based news and responsible discussion of U.S. policy. VOA Mandarin provides uncensored news about significant developments in China and around the world that enables the Chinese audience to make informed decisions about important issues.

Thanks in part to circumvention technology that allows audiences on the internet and social media to access content blocked by the Chinese firewall, VOA Mandarin reaches over 39 million adults (aged 15+) each week in China, or 3.7 percent of the adult population, according to a 2017 USAGM national survey. Over 29 million people use VOA content online, 11.2 million see it on TV, and 6.7 million hear it on radio. Some use VOA on more than one medium. In FY 2020, the Mandarin Service generated over 5.4 million engagement actions on Twitter, a 160 percent increase from the previous fiscal year. The Mandarin Service YouTube channel generated over 2.3 million video views, a seven percent increase. Survey participants said they trusted the news they got from VOA "somewhat" or "a great deal," and that VOA significantly increased their understanding of political, social, and current events in China, information that Beijing censors heavily.

Major Programs:

- **Eyes on America:** A 30-minute television program on U.S. news and other developments, five days a week.
- **Issues & Opinions:** A 60-minute television news and talk show on major developments in China five days a week.
- **Pro & Con:** A 60-minute weekly talk show debating controversial issues in the news.
- **Strait Talk:** A 60-minute weekly call in television program to discuss news and issues of common interest for people across the Taiwan Strait.
- **Walk into America:** A bi-weekly television program that features American culture, life and people.
- **Windows on the World:** A four-hour long daily radio program about current affairs.

USAGM content reaches more than 65 million Chinese adults across all platforms each week, or 6.2 percent audience reach, a 2,380 percent increase from 2015, according to a 2018 USAGM-commissioned survey. Seventy-five percent of survey respondents found RFA Mandarin's reporting trustworthy and reliable.

VOA Thai Service (Language: Thai)

Origin: 1962 (also on air 1942 – 1958)

FY 2019 Service Actual Spending: \$0.848 million

FY 2019 Service + Program Delivery: \$1.035 million

TV/Video Original Programming: 0.66 hours/week

TV/Video Total Broadcast: 0.66 hours/week

Radio/Audio Original Programming: 6.04 hours/week

Radio/Audio Total Broadcast: 6.54 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Affiliate, Streaming

Website, Social Media, App

VOA Thai operates on an affiliate-based strategy which places programs on popular local FM radio and TV stations. On the air since 1942, VOA Thai broadcasts news on a wide range of topics including geopolitics, business, and English learning. The Service targets Thai speakers living in Thailand, neighboring countries, and around the world. VOA Thai reaches its audiences through a multimedia approach using television, radio, and digital platforms, including websites and social media. VOA Thai has been a source for critical stories on press freedom and an authoritative source on Thai politics at a crucial time.

Major Programs:

- **Report for America:** A 30-minute weekly television program that covers a wide range of topics, including U.S.-Thai relations and the Thai diaspora.
- **Hotline News from VOA Washington:** A radio program designed for rush-hour commuters, airing three times a week. Each show covers world news as well as features that explain U.S. government and economic policies, U.S. relations with Asian countries, and special segments on popular topics.
- **Weekend with VOA:** A 30-minute radio show that summarizes important events of that week.
- **Let's Learn English:** A Sunday radio show that reaches English through relatable examples.
- **Facebook Live News Program:** Hotline News from VOA Washington and Weekend with VOA broadcast live on Facebook as an additional platform.
- **Diaspora Stories:** Ten-minute digital program with original video stories about people in the Thai diaspora community in the United States.

VOA Tibetan Service (Language: Tibetan)

Origin: 1991

FY 2019 Service Actual Spending: \$3.538 million

FY 2019 Service + Program Delivery: \$3.555 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 36 hours/week

Radio/Audio Original Programming: 42 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

VOA Tibetan provides its audience through television, radio, and the internet with uncensored news which would be otherwise unavailable to Tibetan audiences through state-controlled Chinese media. The Service reaches an audience in the ethnic Tibetan regions of China in the provinces of Qinghai, Sichuan, Gansu, and Yunnan, as well as Tibetan communities in Bhutan, Nepal, and India. VOA Tibetan offers critical discussions on important issues and provides information and expertise that counter Chinese government propaganda and support the development of civil society in accordance with U.S. policy on Tibet. Part of the Service's programming is devoted to Tibetan culture and tradition as it faces constant assault from the Chinese government.

Major Programs:

- **Khawai Mine:** A 15-minute television and radio program that profiles and interviews Tibetan newsmakers and members of the Tibetan global diaspora.
- **Kunleng Forum:** A 35-minute television program that tackles cultural and current affairs topics not easily discussed inside Tibet.
- **Kunleng News:** A 15-minute television news program that discusses news from the United States, the world, and Tibet in the Tibetan language.
- **Bhome-Women Transforming:** A 15-minute radio and television program that focuses on the changing role of women around the world and discusses it in the Tibetan context.
- **Cyber Tibet:** A ten-minute television segment that provides a roundup of trending Tibetan cyber initiatives, music and video posts, and blog and website activities.
- **Youth & Education:** A weekly radio program on issues and challenges facing Tibetan youth.
- **Table Talk:** A weekly radio interview program with newsmakers, writers, artists, entrepreneurs, educators, and politicians.

VOA Vietnamese Service (Language: Vietnamese)

Origin: 1951 (also on air 1943 – 1946)

FY 2019 Service Actual Spending: \$1.926 million

FY 2019 Service + Program Delivery: \$1.926 million

TV/Video Original Programming: 3.5 hours/week

TV/Video Total Broadcast: 3.5 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Podcast

Website, Social Media, App

VOA Vietnamese broadcasts news and feature stories about Vietnam, the United States, and the world through television, the internet, and social media. The Service provides Vietnamese audiences with accurate and balanced news in a market with limited news outlets. VOA journalists engage with audience members through live streaming, discussions, social media, blogs, and newsletters. VOA Vietnamese also provides proxies to its websites, social media sites, and other government-censored activist and dissident websites. Despite government efforts to block it, the VOA Vietnamese website receives more than half a million visits per week, as well as millions of weekly views on social media, particularly Facebook. With almost 3.6 million views per week, the VOA Vietnamese YouTube channel is currently one of the top 10 media channels in the Vietnamese market.

Major Programs:

- **VOA Express:** A 30-minute television program that features stories about the United States, Vietnam, global news/trends, and learning English programs.
- **Motor Week:** A 30-minute television program that airs on the weekends.
- **VOA Blogs:** Blog posts by influential and independent Vietnamese journalists and observers in Vietnam and around the world on important events affecting Vietnam.
- **Audio:** A 30-minute daily podcast.
- **Study in the U.S.:** A weekly Facebook Live program that features interviews with education experts and students on studying in the United States.
- **U.S. Immigration:** A weekly Facebook Live program through which audiences can ask questions of the Service's guest U.S. immigration experts.
- **Your Health:** A weekly Facebook Live program in which health experts discuss health news and answer audience questions.

Voice of America (VOA): Eurasia

VOA Albanian Service (Language: Albanian)

Origin: 1943 (closed in 1945, reopened in 1951)

FY 2019 Service Actual Spending: \$1.797 million

FY 2019 Service + Program Delivery: \$1.797 million

TV/Video Original Programming: 3.75 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Streaming (TV/Video simulcast)

Website, Social Media, App

VOA's Albanian Service plays a crucial role in providing unbiased, objective, and comprehensive news about the world and the region and in promoting U.S. foreign policy objectives in a region still vulnerable to internal and external destabilizing forces,

including Russian influence, pervasive corruption, and violent extremism. The Service broadcasts to Albania, Kosovo and the Albanian-speaking areas of Macedonia, Serbia, and Montenegro. In the politicized media markets of these countries, VOA plays a critical role as an unbiased, balanced, and trusted source of news and information.

VOA Albanian reaches more adults than any other international broadcaster in the region. While focusing on television, the news medium of choice for Albanian-speaking audiences, VOA Albanian journalists also interact with engaged digital audiences. In FY 2020, the Albanian Service's website recorded more than 3.6 million visits. Its Facebook page remains among the top news brands in the Albanian language generating over 47,000 engagement actions and 2.1 million video views per week. The Service's YouTube channel recorded some 2.3 million video views in FY 2020. VOA Albanian also runs one of the top five Twitter channels among Albanian media.

Major Programs:

- **Ditari:** A daily 30-minute news and information television program. The show airs on 41 TV affiliates in Albania, Kosovo, Macedonia, Montenegro, and Serbia. Each market and population have unique needs, and the Service tailors its programs accordingly.
- **Special Reports:** In addition to its regularly scheduled TV programs, VOA Albanian provides special reports (interactives) for two top-rated affiliates in Albania. These largely focus on major political developments in the United States and provide U.S. perspectives on events affecting the region.
- **Investigative Reports:** The Albanian Service has also partnered with the reputable Balkan Investigative Reporting Network to coproduce high impact and original investigative stories focusing on corruption.

VOA Armenian Service (Language: Armenian)

Origin: 1951

FY 2019 Service Actual Spending: \$0.496 million

FY 2019 Service + Program Delivery: \$0.496 million

TV/Video Original Programming: 1.75 hour/week

TV/Video Total Broadcast: 1.75 hour/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate (TV/Video simulcast)

Website, Social Media, App

VOA's Armenian Service is one of the agency's smallest but most effective services, with a measured weekly reach of 41.2 percent in Armenia. The Service provides reliable, objective, and comprehensive news and information and serves as a vital source of information about the United States, its society and institutions, and its policies toward Armenia and other former Soviet states. Armenia's leading media outlets regularly republish the Service's America-focused reports, which often dominate the local news agenda.

In addition to its television programming, VOA Armenian engages a growing population of online and social media users across desktop and mobile platforms, including Facebook, Twitter, YouTube, and Instagram. In FY 2020, the Service's website

recorded more than 1.2 million visits, while its Facebook page generated more than 44,000 engagement actions and 2 million video views per week, a 50 percent increase from FY 2019.

Major Programs:

- **Armenian Daily Report:** A ten-minute TV report airing Monday through Friday that contains four short segments on U.S. and world events, U.S. foreign policy, business, science, and U.S.-Armenian relations.
- **View from America:** A 20-minute weekly TV magazine show airing on Sundays and repeated on Mondays, consisting of three- to four-minute stories on life in America, politics, women's issues, Armenians in America, news in science, medicine, business, environment, Hollywood culture and more.
- **VOA Armenian Daily Segment:** A five-minute segment featured in a major affiliate's Good Morning Armenia show, consisting of four to five short video stories focusing on science, culture, technology, health, and entertainment topics.

VOA Bosnian Service (Language: Bosnian)

Origin: 1996

FY 2019 Service Actual Spending: \$1.016 million

FY 2019 Service + Program Delivery: \$1.016 million

TV/Video Original Programming: 2.75 hours/week

TV/Video Total Broadcast: 2.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Satellite (TV/Video simulcast)

Website, Social Media, App

VOA is a leading international broadcaster in Bosnia-Herzegovina, providing news and information from the U. S. and the region. Through varied, multimedia programming with a focus on television, the Service successfully meets the information needs of a sophisticated audience in a region of strategic value to the United States. VOA Bosnian explains U.S. foreign policy interests and strives to influence political discourse in an area increasingly targeted by violent extremism and Russian influence. VOA Bosnian is recognized as a trusted source of information in a politically and ethnically divided country with an extremely polarized and biased media environment. The Service's website has become a widely cited source of news about American life, thought and institutions, U.S. relations with Bosnia, issues of violent extremism, and anti-corruption initiatives.

While its audience primarily resides in Bosnia-Herzegovina, the Service also has TV and online audiences in southern parts of Serbia and parts of Kosovo, as well as throughout Western Europe among the Bosnian diaspora. Most of the Service's digital efforts now focus on Facebook thanks to its dominance of the local social media scene. In FY 2020, users viewed video reports over 18.4 million times on VOA Bosnian's Facebook page, which also generated over 272,000 engagement actions.

Major Programs:

- **Studio Washington:** A live, 30-minute news and current affairs television program, which airs Monday through Friday by satellite and on 16 TV stations throughout Bosnia-

Herzegovina. The show includes interviews with newsmakers from the United States and the region.

- **Interactives:** Weekly five-to-10-minute live-to-tape interactive programs aired on prime time on a national Bosnian channel, focusing on major political and social issues in the United States and providing U.S. perspectives on developments affecting the audience.

VOA Georgian Service (Language: Georgian)

Origin: 1951

FY 2019 Service Actual Spending: \$0.676 million

FY 2019 Service + Program Delivery: \$0.676 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate (TV/Video simulcast)

Website, Social Media, App

The VOA Georgian Service employs an interactive mix of television and digital programming to inform, engage, and connect with audiences that have become increasingly vulnerable to Russian strategies of malign influence. The Service provides insights into American life, thought, and institutions, as well as analysis of Georgia's democratic evolution and its prospects for Euro-Atlantic integration. The success of its TV programming has significantly expanded VOA's Georgia's audience base. According to the latest USAGM national survey, VOA reached 8.1 percent of adults in Georgia weekly.

On digital platforms, VOA's Georgian Service engages a growing population of social media users, particularly on Facebook, the dominant social media platform in the country. In FY 2020, Georgian audiences on Facebook viewed VOA video reports more than 21.3 million times. On the Service's YouTube channel, viewers consumed more than 738,000 video reports, while its website attracted more than 2.3 million visits.

Major Programs:

- **Washington Today:** A weekly 20-minute magazine aired on Georgian public TV that focuses on developments in the United States, American life and traditions, American perspectives on major developments in the target area, the Georgian diaspora, social issues, medicine, science, technology, and culture.
- **Interactives:** Regular weekly reporting and live interactives on five Georgian television stations, serving as a "U.S. Bureau" and providing analysis of NATO/EU and U.S.-Georgia relations, democratic institutions, breaking U.S. stories, and insights into American life and people.
- **Social Media:** VOA Georgian maintains a web and mobile presence that expands its television coverage with digital multimedia content, providing video updates on its YouTube channel and engaging the audience via Facebook, Twitter, and other social media platforms.

VOA Macedonian Service (Language: Macedonian)

Origin: 1999

FY 2019 Service Actual Spending: \$0.499 million

FY 2019 Service + Program Delivery: \$0.499 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 1 hour/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate (TV/Video simulcast)

Website, Social Media, App

The VOA Macedonian Service is the most widely distributed source of news, information, and analysis on U.S. foreign policy, U.S. interests, and American life available to Macedonian-speaking television audiences in the Balkans. The Service provides a panoptic view on U.S. policies and expert opinions on the country's Euro-Atlantic prospects. Through its cross-platform programming, the Service offers a comprehensive perspective on life in the United States and explains U.S. foreign policy in a volatile region exposed to Russian media propaganda and Islamic State radicalization and recruitment.

Research indicates that the audience sees VOA Macedonian as a trusted source of news, information, and analysis. Fifty-nine percent of users report that the Service increased their understanding of U.S. foreign policy in the heavily politicized media market. VOA Macedonia maintains a website that expands on its TV coverage with in-depth and feature reporting. In FY 2020, the Service's website had some 965,000 visits. During the same period, it earned more than 8.4 million video views across digital platforms.

Major Programs:

- **NewsFlash:** VOA Macedonian's flagship show and the only regular Macedonian-language TV show by an international broadcaster. The program airs nationwide Monday through Friday on multiple national, regional, and local stations throughout Macedonia. The program focuses on pertinent news from the United States, including coverage of the Macedonian diaspora.
- **Weekly interactives:** The Service collaborates with a major local TV station for their prime-time nightly news show.
- **Horizonti:** VOA Macedonian collaborates with RFE/RL from Prague on an in-depth current affairs monthly TV program.
- **VOA Widget:** A widget with links to the Service's U.S. News in One Minute Internet TV segment and its website's top headlines is advertised on some of the most popular Internet news sites in Macedonia.

VOA Russian Service (Language: Russian)

Origin: 1947

FY 2019 Service Actual Spending: \$7.900 million

FY 2019 Service + Program Delivery: \$7.900 million

TV/Video Original Programming: 12.5 hours/week

TV/Video Total Broadcast: 12.5 hours/week

Radio/Audio Original Programming: 1 hour/week

Radio/Audio Total Broadcast: 1 hour/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Streaming

Website, Social Media, App

Largely denied direct distribution on Russian media outlets, VOA Russian employs a digital-first strategy complemented by increased TV programming to inform, engage, and connect information-deprived Russian audiences across platforms. VOA offers alternatives to Kremlin-backed disinformation designed to fan anti-Western sentiment in Russia. VOA's content on Current Time, USAGM's Russian-language network led by RFE/RL in cooperation with VOA, includes live coverage of breaking news, social media products, expert blogs and user-generated content that provide viewpoints not presented by Russia's state-controlled TV. The Service engages audiences in conversations about America and its values while offering insights into U.S. policy, life, and institutions, including U.S.-Russia relations and American reactions to developments in Russia.

VOA Russian's audience on digital platforms is active and engaged. In FY 2020, the Service's website registered 19 million visits and 18.3 million article views. During the same period, videos on VOA Russian social media platforms garnered 216 million views on Facebook and 18 million views on YouTube. On Facebook, VOA Russian's most active social media outreach platform, original content, which includes live reporting by VOA correspondents and immersive formats such as 360 panoramic videos, attracted about 6 million engagements. VOA Russian's Instagram account, currently the fastest growing of its social media platforms, garnered 7.3 million engagement actions and 38.7 million video views in FY 2020.

Major Programs:

- **Current Time America:** A live television newscast that provides U.S. and international news and analysis, political reporting, coverage of presidential and congressional affairs, and reports on health, science and technology, and entertainment.
- **Current Time Itogi:** A television magazine offering in-depth coverage and analysis of events in Russia, U.S.-Russia relations, and U.S. policy.
- **Current Time Nedelya:** A TV talk show featuring a live panel with experts examining U.S.-Russia relations and offering unique perspectives regarding the week's major stories.
- **Current Time Detali:** A science and technology magazine that explores headlines in space exploration, tech innovation, and medical breakthroughs.
- **America Live Coverage Desk:** Live, unfiltered coverage of events in America, focusing on U.S. policy issues, U.S.-Russian relations, and Russia's influence in Eurasia.
- **What on Earth?** A 40-minute Sunday webcast streamed live on Facebook and YouTube discussing hot topics of the week with experts as well as members of the public.

VOA Serbian Service (Languages: Serbian, Montenegrin)

Origin: 1943

FY 2019 Service Actual Spending: \$1.411 million

FY 2019 Service + Program Delivery: \$1.438 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Satellite (TV/Video simulcast)

Website, Social Media, App

VOA Serbian provides an important source of free, accurate, and objective reporting to more than 10 million Serbs in Serbia, Montenegro, Kosovo, Bosnia-Herzegovina, Croatia and Macedonia. The Service is seen as a respected source of accurate information about the region, the United States, and the world. VOA Serbian's TV programs and digital content are distributed across desktop, mobile, and social platforms. They engage Serbian and other South Slavic diasporas in Europe and worldwide.

According to data from a 2019 survey, VOA Serbian Service content, distributed via more than 50 national and regional affiliates and online, reaches 26.1 percent of adults (15 and older) in Serbia and 30.3 percent of adults in Montenegro weekly. Facebook users viewed VOA Serbian videos 14 million times in FY 2020, while its YouTube channel received over 1 million video views.

Major Programs:

- **Open Studio:** A daily 30-minute TV news and information program that provides wide-ranging coverage of developments in Serbia, Kosovo, Montenegro, and the wider Balkan region, and which regularly hosts newsmakers from the United States and the region. Programming focuses primarily on democratic consolidation and ethnic reconciliation.
- **Interactives:** VOA Serbian provides live, interactive reports on U.S.-Montenegrin relations and developments in the United States. The Service also offers special reports on science, technology, and medicine and on politics and society in the United States. The Service added a regular weekly special report on topics from the United States for Serbian public service broadcasters.
- **Documentary Series:** In 2018, the Service produced a seven-part documentary series on various aspects of the media scene in Serbia, including attacks on independent media and journalists, media ownership and privatization, Russian influence, the status of local media, and the role of investigative journalists.

VOA Ukrainian Service (Language: Ukrainian)

Origin: 1949

FY 2019 Service Actual Spending: \$1.989 million

FY 2019 Service + Program Delivery: \$2.249 million

TV/Video Original Programming: 2.75 hours/week

TV/Video Total Broadcast: 2.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Website, Social Media, App

VOA provides up-to-date news and information in Ukraine through television, as well as its online and social media platforms. Daily broadcasts offer U.S. and international news coverage and feature stories about American life and social trends. With a weekly audience of 14.6 percent of Ukrainian adults, VOA is a vital source of information about U.S. foreign policy toward Ukraine and the region, as well as American achievements in democratic governance, business, health,

science, and technology. The programming offers an important counter-narrative for Ukrainian audiences who have been targeted by aggressive Kremlin-sponsored anti-Western disinformation campaigns.

In addition to its TV presence, the VOA Ukrainian Service caters to an active and engaged audience through its online and social media presence. In FY 2020, VOA Ukrainian registered 137 million video views across social media and 6.2 million page views on its website, along with 3.8 million engagement actions on Facebook.

Major Programs:

- **Chas-Time:** A daily 15-minute TV news and information program broadcast nationally that features international news, developments in the United States, and newsmaker interviews on U.S.-Ukraine relations.
- **Window on America:** A weekly 20-minute TV magazine showcasing compelling stories about American life and society.
- **Studio Washington:** A daily five-minute news segment.
- **Special Reports and Interactives:** VOA Ukrainian also produces special reports and live interactives, which are integrated into the prime-time TV news broadcasts of multiple national networks.
- **In the Spotlight:** A Facebook Live digital program that engages youth audiences.
- **English for Everyone:** An Instagram project that engages younger audiences on English idioms, popular phrases, and expressions with original illustrations and animated explanations.

Voice of America (VOA): Western Hemisphere

VOA Creole Service (Language: Creole)

Origin: 1987

FY 2019 Service Actual Spending: \$1.192 million

FY 2019 Service + Program Delivery: \$1.192 million

TV/Video Original Programming: 2.08 hours/week

TV/Video Total Broadcast: 2.08 hours/week

Radio/Audio Original Programming: 10.75 hours/week

Radio/Audio Total Broadcast: 15.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Satellite

Website, Social Media, App

Recognized as one of the most reliable sources of information in Haiti, the VOA Creole Service fills a critical need for information about local and international issues in a country with limited resources and infrastructure. It provides news about the United States and the world to Haitian audiences through partnerships with local affiliate stations. Its programs deliver news and focus on issues related to reconstruction, democracy building, health, and the environment. The Service is engaged in journalism training throughout Haiti and has developed a strong social media presence to engage Haiti's youth (almost half of Haiti's population is under the age of 25). A 2016 USAGM survey indicated that the Service reached 24.2 percent of the adult population in Haiti weekly and that 91 percent of weekly listeners trusted the Creole-

language news and information from VOA.

Major Programs:

- **Rekonstriksyon Kijan Kilè:** Focuses on the systemic rebuilding efforts in Haiti, including how to revamp the country's educational system, justice system, and healthcare system.
- **Dyaloge ak Etazini:** A call-in show that airs twice a week and provides a forum for interaction between guest experts and callers on issues of interest to Haitians.
- **Pwoteje Sante:** A feature that covers public health threats and what should be done about them, and includes discussions with guest experts on how to deal with emerging diseases.
- **Fowòm Jèn:** A weekly segment that discusses the role of young Haitians in shaping Haiti's future.
- **Justice USA:** A weekly 5-minute feature on American laws, their application, and differences with the laws of other countries.
- **English Learning:** A segment that airs three times per week, as a response to listeners' expressed interest to learn the English language.
- **Creole Radio on TV Program:** A daily video program with news and information of interest to the Haitian audience.
- **Creole Radio Programs:** News and information of interest to the Haitian audience that is broadcast twice a day, 30 minutes each, on Monday – Friday, and 30 minutes daily on Saturday and Sunday.

VOA Spanish Service (Language: Spanish)

Origin: 1960

FY 2019 Service Actual Spending: \$5.295 million

FY 2019 Service + Program Delivery: \$5.295 million

TV/Video Original Programming: 21.07 hours/week

TV/Video Total Broadcast: 123.07 hours/week

Radio/Audio Original Programming: 14.42 hours/week

Radio/Audio Total Broadcast: 65.92 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

VOA Spanish provides important news and information to its audiences throughout the 17 Spanish-speaking countries of Latin America on TV, radio, internet, and social media. USAGM surveys show VOA Spanish has a weekly reach of more than 66.7 million adults, primarily through its affiliate network of media partners. VOA Spanish has become a go-to media source for major networks in the Americas seeking objective and comprehensive news and information about the United States and its relations with the region, as well as local, national, and international news and information. To promote the dissemination of information in constrained media environments, VOA Spanish has increased its focus on Venezuela, Nicaragua, and the rest of Central America. A 2020 USAGM survey in Venezuela measured VOA Spanish weekly audience reach at 15.6 percent, or 2.6 million adults. VOA Spanish is now one of the leading international media

organizations broadcasting to Venezuela, increasing its audience share in the country by effectively 40 percent in four years. Programming for these countries addresses issues of national importance such as security, governance challenges, citizen security, trade, and immigration in addition to offering extensive coverage of diaspora communities in the United States.

Major Programs:

- **El Mundo al Día:** A 30-minute television newscast featuring U.S. and international news, including two segments on the latest advances in medicine and technology.
- **Foro Interamericano:** A 30-minute television news analysis on the leading weekly headlines.
- **Buenos Dias, América:** A 30-minute radio program with national and international news, sports, business, science, and entertainment. VOA's longest-running Spanish-language news show.
- **Venezuela360:** A weekly 30 minute video program focusing on topics of interest to the Venezuelan audience.
- **Avances Informativos:** Three minute news briefs focusing on global news of interest to the region.
- **Daily radio and television reports** for affiliate stations in the region.

Voice of America (VOA): Persian

VOA Persian/VOA 365 (Language: Persian)

Origin: 1979 (also 1942–1945; 1949–1960; and 1964–1966)

FY 2019 Service Actual Spending: \$13.122 million

FY 2019 Service + Program Delivery: \$14.431 million

TV/Video Original Programming: 39 hours/week

TV/Video Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite

Website, Social Media, App

A re-launch of Persian-language programming to Iran, VOA 365 works in cooperation with RFE/RL's Radio Farda to expand its reach, engaging Persian speakers in Iran and the global Iranian diaspora. Operating in a government-controlled media environment, VOA 365 provides timely and essential information to the people of Iran. Programming confronts regime disinformation and enhances U.S. efforts to speak directly to the Iranian people during a pivotal time in U.S.-Iran relations. VOA highlights critical issues within Iran: anti-government protests, human rights, women's empowerment, and democracy. The Service reports on U.S. culture and society to provide a comprehensive view of life in America and foster understanding of U.S. policies.

VOA365 programs can be accessed on direct-to-home satellite, streaming sites, and a host of social media sites. VOA365's comprehensive website offers content available in text, audio, video, live streaming, and video-on-demand; three YouTube channels that average almost one million weekly video views combined; one of the top Facebook pages in Iran, with over 67 million video views; and an engaging Instagram account that received 631 million video views and over 130 million likes and comments.

Major Programs:

- **9 NEWS:** VOA 365's flagship news program that covers U.S. and international stories of the day, as well as issues of interest to audiences in Iran and around the world.
- **Straight Talk:** A social media-driven series shares views from Iranian audiences on the news of the day and current social media trends.
- **Last Page:** An investigative journalism program exposing regime corruption.
- **Tablet:** A prime time show focusing on cultural and social issues involving youth in Iran and the United States.
- **Citizen Watch:** A weekly program exposing corruption and wrongdoing by the regime in Tehran.
- **Chess:** A weekly roundtable on Iran's issues, focusing on regime violations in the political, economic, and social spheres.
- **Max Wheel:** Iranian-American comedian Max Amini test-drives new and classic cars.
- **VOA Tek:** A weekly news magazine program exploring cutting-edge solutions to global challenges, medical breakthroughs, and high-tech discoveries.

USAGM outlets reached 23.4 percent of Iranian adults on a weekly basis across all languages and media platforms, according to a 2017 USAGM survey. Nearly 72 percent of VOA Persian and Radio Farda weekly users said they trusted the networks at least somewhat.

Voice of America (VOA): South and Central Asia

VOA Afghan Service (Languages: Dari, Pashto)

Origin: Dari – 1980; Pashto – 1982

FY 2019 Service Actual Spending: \$8.672 million

FY 2019 Service + Program Delivery: \$11.200 million

TV/Video Original Programming: 6.76 hours/week

TV/Video Total Broadcast: 6.76 hours/week

Radio/Audio Original Programming: 42.58 hours/week

Radio/Audio Total Broadcast: 56.58 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, USAGM-Owned FM

Website, Social Media, App

VOA Afghan is one of the leading sources of daily news and information in Dari and Pashto languages for the country's population of 37 million as well as a large Afghan diaspora in the immediate region and across the world. Though Afghanistan's post-Taliban constitution guarantees freedom of press, the government, insurgent and terrorist groups, and powerful warlords continue to control major news outlets. VOA Afghan provides reliable and balanced local and international news to its audiences.

The Service's programming reaches about 64 percent of the adult population in the country, while online it reaches over 80 percent of Afghanistan's web and social media users. VOA Afghan averages 353,000 visits per week (184,000 Pashto, 168,000 Dari), and the VOA Dari and VOA Pashto Facebook pages have generated over 42 million total engagements in FY 2020. VOA Ashna is among the media outlets most trusted by weekly users in Afghanistan: in 2018 eight in ten said they trust its news and noted that its reporting has increased their understanding of current events overall and in Afghanistan.

Major Programs:

- **TV Ashna ("Friend"):** A 60-minute program in Dari and Pashto that includes interviews with Afghan and American policy makers and provides international news.
- **Radio Ashna:** Eight hours of programming in Dari and Pashto, and four hours of English Learning.
- **Karwan:** A 30-minute youth-oriented program about science and technology in the United States.
- **Gofto Shonood:** A 60-minute mixed language radio call-in show focused on current affairs.
- **Women's Call-In Program:** A weekly 25-minute radio show that discusses crucial issues facing women in Afghanistan and helps raise women's awareness about legal, health, political, and social issues.
- **Ashna Tech:** A weekly science and technology radio program.

VOA Azerbaijani Service (Language: Azerbaijani)

Origin: 1982

FY 2019 Service Actual Spending: \$0.867 million

FY 2019 Service + Program Delivery: \$0.867 million

TV/Video Original Programming: 1.25 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Delivery Method:

TV/Video: Satellite

Website, Social Media, App

Amid the dwindling number of independent media organizations and the blockage of access to the news websites inside the country, VOA's Azerbaijani Service provides reliable and objective news for its Azerbaijani-speaking audience. The Service reaches audiences in Azerbaijan and neighboring provinces in Iran via the Internet and satellite. VOA Azerbaijani seeks to retain and strengthen its role in the Azerbaijani media as a full-service multimedia news agency that provides news in a variety of formats. The Service focuses on issues that are otherwise ignored by the state-controlled media in Azerbaijan, including political, social, economic, medical, technological, and cultural topics. Because of its regular coverage of developments inside the Azerbaijani-populated areas of Iran, VOA Azerbaijan serves as a major source of news for Iranian Azeris and those interested in the plight of the largest ethnic minority group in the Islamic Republic. The Service has hundreds of thousands of followers on Facebook and Instagram. VOA Azerbaijani engages intensively with its audience on its social media platforms via Facebook Live reports, surveys, and proactive content sharing.

Major Programs:

- **World View:** A six-minute news program featuring international news stories and technology reports.
- **American Review:** A 25-minute weekly show which features interviews and original news reports on various topics.
- **Showbiz News:** A ten-minute program featuring reports about American society.

VOA Bangla Service (Languages: Bangla, Rohingya)

Origin: 1958

FY 2019 Service Actual Spending: \$1.694 million

FY 2019 Service + Program Delivery: \$1.844 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 1 hour/week

Radio/Audio Original Bangla Programming: 3.5 hours/week

Radio/Audio Original Rohingya Programming: 2.5 hours/week

Radio/Audio Total Broadcast: 7.17 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, App

VOA Bangla provides its millions of listeners, viewers and readers relevant news and information on radio, television, mobile, and the Internet daily. While the press in Bangladesh is becoming less restrictive, targeted violence limits the freedom of journalists in the country. VOA's programs reach Bangladesh, the Bangla-speaking Indian States, and diaspora populations. According to USAGM's 2017 survey, VOA Bangla's weekly audience constitutes around 5.3 million. VOA Bangla also manages programs in the Rohingya language for those in the refugee camp population in eastern Bangladesh. Along with the Service's television and radio programs, VOA Bangla engages with its audience through its VOA Fan Clubs in Bangladesh and the Indian State of West Bengal.

Major Programs:

- **Hello America:** A weekly television program that provides a glimpse of international issues as well as interviews with prominent Americans and Bangladeshis.
- **American Hour:** A 30-minute weekly television program presenting life in America, American events, profiles of noted personalities and an episode of Learning English.
- **U.S. Politics:** A 15-minute weekly television program featuring a roundtable on U.S. current affairs and the political scene.
- **Straight from America:** A six minute television version of Hello America, featuring interviews and segments about life in America.
- **VOA 60 USA:** A one-minute weekly TV roundup of the latest news from the United States.
- **VOA Bangla:** A daily 30-minute radio program that includes news, feature stories, and stringer reports from the Bangla-speaking area of South Asia on important international, regional, and U.S. stories.

- **Hello Washington:** A 20-minute weekly radio call-in show that provides in-depth analysis of major social and political issues in the United States, Bangladesh, and South Asia.
- **Women's Voice:** A radio/web program on women's issues, including gender equality, empowerment, health and education.

VOA Radio Deewa (Language: Pashto)

Origin: 2006

FY 2019 Service Actual Spending: \$2.794 million

FY 2019 Service + Program Delivery: \$2.794 million

TV/Video Original Programming: 28.33 hours/week

TV/Video Total Broadcast: 28.33 hours/week

Radio/Audio Original Programming: 35 hours/week

Radio/Audio Total Broadcast: 42 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

VOA Deewa ("Light" in Pashto) provides news and information targeting the population of nearly 50 million Pashtuns, the second largest ethnic group in Pakistan, living in the tribal regions formerly parts of the Federally Administered Tribal Area (FATA), as well as Baluchistan and Karachi. Military narratives, jihadist agendas, and extremist groups' propaganda dominate local, state, and private media in the region. Using digital platforms, direct-to-home satellite, internet, and radio, VOA Deewa informs and engages a critical audience on democracy, peace, and the challenges of extremism. VOA programming offers a unique and objective perspective on U.S. foreign policy, the regional political paradigm, and national and local developments. Each week, VOA Deewa reaches more than 21.6 percent adults in the region. The Service's listenership is the highest of any other international or local broadcaster (besides Pakistan state-run radio) in the FATA region, and 90 percent of listeners trust the broadcasts, according to a USAGM survey conducted in 2015.

Major Programs:

- **Pashtun Connection:** A 15-minute television program that provides a deep dive on top issues in the region with a U.S. perspective.
- **Bibi Shireena:** A one and a half hour daily radio-on-TV program that engages local women on issues such as education, gender rights, and regional female challenges.
- **Youth Show:** A 30-minute radio-on-TV program that provides young people in the region with alternative narratives to radicalism, explains the U.S. perspective on regional and international issues, and entertains with musical selections.
- **Evening Broadcast:** A four-hour radio program on news and current events, including Hello VOA, an hour-long call in show about the news stories of the day.

VOA Kurdish Service (Language: Kurdish)

Origin: 1992

FY 2019 Service Actual Spending: \$3.315 million

FY 2019 Service + Program Delivery: \$3.351 million

TV/Video Original Programming: 3.1 hours/week

TV/Video Total Broadcast: 3.1 hours/week

Radio/Audio Original Programming: 62 hours/week

Radio/Audio Total Broadcast: 62 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Medium Wave, USAGM-owned FM

Website, Social Media, App

VOA Kurdish reaches audiences by radio, television, and the Internet. Though the Service focuses mainly on Iraqi Kurds, it also produces programs that are relevant to Kurdish speaking populations in Turkey, Syria, Iran, and beyond. VOA Kurdish programming targets the 30 million Kurdish speakers across the Middle East, Eurasia, and North America. It is the only international broadcaster that speaks to the Kurds of the Middle East in their principle dialects--Sorani and Kurmanji. The Service produces programs that focus on extremism, ISIS, and U.S. policies toward the region. It also features coverage of issues inside the United States to bring original American stories to Kurdish audiences.

Major Programs:

- **Kurd Connection:** A 30-minute television/web program discussing news and features of interest to the Kurdish region.
- **Washington Eye:** A 40-minute weekly program presenting Washington's viewpoint on regional and global developments.
- **Kurdivision:** A 30-minute weekly TV show on news and features of interest to the Kurds in Turkey.
- **Mêvan û Mijar ("Guest & Topic"):** A biweekly TV show that focuses on current affairs in Kurdish areas and the United States.
- **Rojev:** A biweekly TV show focusing on topics related to Iran and its minorities (Kurds, Arabs, and Baluchis).
- **Heftreng ("7 Colors"):** A biweekly, 30-minute TV show in the Kurmanji dialect about international art and culture.
- **Zayeley Dahenan ("Echo of Inevitableness"):** A 30-minute TV show in the Sorani dialect covering international art and culture.
- **Hello Washington:** A 30-minute current affairs radio program with expert guests.
- **Rawanga ("View"):** Radio roundtable discussion on Iran and Kurds living there.
- **Tirej:** Radio show focusing on Kurds in Turkey and Syria in Kurmanji dialect.
- **Sense & Stance:** Call-in program specifically on Syria.

VOA Turkish Service (Language: Turkish)

Origin: 1942 (closed in 1945, reopened in 1948)

FY 2019 Service Actual Spending: \$2.629 million

FY 2019 Service + Program Delivery: \$2.804 million

TV/Video Original Programming: 5 hours/week

TV/Video Total Broadcast: 11 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Website, Social Media, App

A multimedia internet and TV platform, the VOA Turkish website and mobile news services attract a high number of viewers in Turkey. Interviews and broadcasts by VOA Turkish are frequently redistributed in the Turkish media. VOA Turkish serves as a credible, objective source of news and information at a time when Turkey's media is significantly at risk. Since 2016, the Turkish government, using enhanced power under a state of emergency, has carried out a massive purge of media outlets accused of links to an attempted military coup. The Turkish government continually presses charges against Turkish media representatives, and in 2019 held the world's record for the number of imprisoned professional journalists. In October 2020, a new social media law went into effect in Turkey, bringing more restrictions that include requirements on foreign-operated platforms.

VOA Turkish Service's digital presence includes a website, mobile app, Facebook page, Twitter, YouTube, and Instagram accounts. It also sends a daily newsletter to nearly 5,000 subscribers. According to a 2019 survey, VOA reaches 4.1 percent of Turkey's adult population (15 years or older) on any platform and in any language, but primarily in Turkish (3.2 percent).

Major Programs:

- **VOA TV for affiliates:** A 30-minute daily live television wrap of the latest news from DC, New York, Paris, London, and Berlin. The program is called Studio VOA and covers news, economy/business updates and analysis/updates by reporters in the field. On Saturdays, the Service sends a weekend program to the affiliate, called 6th Day, which has interviews on current issues, health, science, technology, diaspora and lifestyle features. All are repeated three times a day.
- **Washington Bureau Niche:** VOA Turkish follows the Washington Bureau concept. Many stations are using the Service's special reports and getting live hits from the Service's reporters on a daily basis. On special occasions such as the U.S. elections, inauguration and State of the Union speeches, VOA Turkish provides joint programming to top TV stations in Turkey upon request.
- **+90:** A YouTube Channel created by VOA Turkish, BBC Turkish, Deutsche Welle, and France 24 in 2019, which now has more than 350,000 subscribers, with its own Twitter and Instagram accounts. This is the first international collaboration by four major international news outlets. Four of the original VOA Turkish videos are among the top 10 videos on +90 YouTube Channel, competing internationally with others.

VOA Urdu Service (Language: Urdu)**Origin:** 1951**FY 2019 Service Actual Spending:** \$4.646 million**FY 2019 Service + Program Delivery:** \$6.536 million**TV/Video Original Programming:** 2.08 hours/week**TV/Video Total Broadcast:** 6.24 hours/week**Radio/Audio Original Programming:** 16.55 hours/week**Radio/Audio Total Broadcast:** 69.55 hours/week**Delivery Method:**

TV/Video: Affiliate

Radio/Audio: FM Affiliate, Medium Wave

Website, Social Media, App

VOA Urdu provides its audience a wide variety of programming on TV, radio, and the internet. Its website also carries live streams of the Service's TV and radio programs, along with special web-only video content. VOA Urdu is a reliable source of news and information for its primary audience within Pakistan, the Urdu-speaking population in India, and the Pakistani diaspora in the Middle East and Europe. Service programs reach 4.8 percent of adults in Pakistan (approximately 6.3 million people), according to 2019 USAGM research.

Major Programs:

- **View 360:** A 30-minute TV show on a major local affiliate that provides unbiased news on U.S.-Pakistan relations as well as coverage of current events, politics, education, health, and women's rights from an American perspective.
- **World View:** A one-minute international news brief.
- **Local Affiliate packages:** VOA Urdu works as the Washington Bureau for several affiliates in Pakistan. Urdu TV team members regularly appear on the news and talk shows of affiliates to offer updates on the latest developments in the United States.
- **Sada e Jagan:** Radio show co-produced and broadcast by VOA Urdu and a major local affiliate radio station.

VOA Uzbek Service (Language: Uzbek)**Origin:** 1972**FY 2019 Service Actual Spending:** \$0.846 million**FY 2019 Service + Program Delivery:** \$0.878 million**TV/Video Original Programming:** 1 hour/week**TV/Video Total Broadcast:** 4.5 hours/week**Delivery Method:**

TV/Video: Affiliate, Satellite

Website, Social Media, App

VOA Uzbek aims to reach audiences in Uzbekistan, Kyrgyzstan, Tajikistan, and ethnic Uzbek populations in Afghanistan and Central Asia. While the Uzbek government controls the only nationwide broadcaster in the country, VOA Uzbek provides daily accurate, objective, and reliable news and information to its audiences on TV and the Internet. The Service also offers a platform for reconciliation among Uzbek, Kyrgyz, and Tajik communities in the region, frequently producing programs on issues relevant to ethnic Uzbeks in northern Afghanistan and western China. VOA Uzbek's programs also provide an objective perspective on U.S. culture and policy interests. In 2018, a VOA Uzbek reporter received the first official accreditation to work as a foreign media correspondent inside Uzbekistan. This has led official and independent media to pick up more of VOA Uzbek's reporting from Washington, D.C.

Major Programs:

- **Amerika Manzaralari:** A 30-minute weekly TV magazine focusing on U.S. policy, economic, and social developments, as well as ethnic Central Asians in the United States.
- **Xalqaro Hayot:** A daily six-minute global news brief that features headline news about recent global developments.
- **Vashington Choyxonasi:** A weekly web TV talk show about Uzbek immigrants' lives in the United States, and general

issues relevant to Uzbek audiences.

- **Amerika Ovazi:** A multi-media website with text, audio, video, special blogs, and links to all its social media accounts.

Office of Cuba Broadcasting (OCB) Radio/Television Martí (Language: Spanish)

Origin: 1985

**FY 2019 Service Actual
Spending:** \$16.595 million

**FY 2019 Service + Program
Delivery:** \$17.795 million



TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 168 hours/week

Radio/Audio Original Programming: 102 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

Cuba is among the most media-repressive societies in the world, with a highly-restrictive political environment and a lack of democratic institutions and guarantees for human rights. Radio and TV Martí offer multiple channels of access to uncensored information from within Cuba and from the United States, Latin America, and around the world. The Martí brand offers information not otherwise available to Cubans and empowers Cubans to participate in exchanges of information. Radio and TV Martí also helps to develop journalistic professionalism inside Cuba.

Major Programs:

- **Newscast:** Daily News.
- **News Briefs:** Three daily five-minute briefs.
- **Sports 360:** A weekly 30-minute sports news show.
- **7N30:** Weekend news in review.
- **Venezuela:** A weekly 30-minute interactive program on Venezuela news.
- **Ventana al Mundo:** Magazine show on possibilities and advances that are of interest to Cuba.
- **Automanía:** Covers the automotive industry in the United States and the world.
- **Salud es Vida:** Weekly health magazine show on advancements in the world of medicine.
- **Karen at 8:** Promotes an uncensored conversation about dictatorships, human rights violations, and resistance.
- **Las Noticias Como Son:** In-depth analysis of world and Cuban news.
- **Pantalla Indiscreta:** A weekly showcase of independent films that are censored in Cuba.
- **En Profundidad:** A weekly one-on-one in-depth interview show.
- **Tecnología al Día:** Magazine show on the latest technological discoveries.

- **Nicaragua al Día:** A weekly program on the political and social situation in Nicaragua.
- **El show de Alfredo:** Entertainment magazine show with renowned Cuban cultural figures.
- **En el aire con Tony Benitez:** Satirical magazine show with guests who discuss Cuban topics.

Radio Free Europe/Radio Liberty (RFE/RL): Southwest Asia RFE/RL Radio Farda (Languages: Persian, English)



Origin: 2002

FY 2019 Service Actual Spending: \$8.567 million

FY 2019 Service + Program Delivery: \$9.999 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 7 hours/week

Radio/Audio Original Programming: 39.33 hours/week

Radio/Audio Total Broadcast: 161 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Medium Wave, Satellite, Streaming

Website, Social Media, App

Radio Farda offers a Persian-language alternative to government-controlled media in Iran, reporting on local, national and world events. The Service breaks through government censorship, providing accurate news and a platform for informed discussion and debate. Radio Farda stands out for its coverage of human rights and political and societal issues otherwise underreported or taboo in Iran.

Radio Farda targets young, urban, educated Iranians with the goal of helping them to better understand Iran and the region in order to build a better life, strengthen civil society institutions and support social and political freedoms. The Service offers a 24/7 programming mix of news, features, and music, along with documentaries profiling Iran's political prisoners, reports challenging official narratives of historic events, and coverage of social movements, minority issues, and political protests.

Radio Farda's website has been blocked in Iran since 2003, but users can access it using circumvention technology. Additionally, despite a government ban blocking Facebook and YouTube in Iran, Radio Farda has seen significant online audiences on those platforms, as well as on Instagram. In FY 2020, Radio Farda logged a monthly average of 13.7 million visits to its website and 27.7 million page views, and attracted 2.1 million followers on Instagram. According to the results of a USAGM-sponsored nationally representative survey in 2017, 15.4 percent of Iranian adults use Radio Farda each week.

Major Programs:

- **Breakfast with News:** A 30-minute TV program providing news and analysis.
- **The Sixth Hour:** A live radio call-in show addressing topical issues.
- **Farda Station:** A weekly radio and social media satire program with a large audience in Iran.

- **The Other Voice:** A weekly radio program on women's issues in Iran.
- **Paradox:** A weekly political talk show focusing on the most important topic of the week.
- **Report Card:** A weekly program on labor issues, focusing on economic and union-related hardships in Iran.
- **The Hatch:** A weekly human rights program covering human rights abuses reported by sources inside Iran.

Radio Free Afghanistan – RFE/RL Radio Azadi (Languages: Dari, Pashto)

Origin: Dari 1985 – 1993, resumed 2002-present; Pashto 1987 – 1993, resumed 2002 – present.

FY 2019 Service Actual Spending: \$5.238 million

FY 2019 Service + Program Delivery: \$5.238 million

Radio/Audio Original Programming: 74.93 hours/week

Radio/Audio Total Broadcast: 84 hours/week

Delivery Method:

Radio/Audio: Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming.

Website, Social Media, App

Radio Azadi provides in-depth coverage of local issues and events affecting the Afghan people's daily lives. While powerful individuals or interest groups own most local media outlets, Radio Azadi remains a symbol of fair and objective journalism in Afghanistan. As a surrogate national public broadcaster, Azadi reaches 45.1 percent of the Afghan population across the country according to a USAGM-sponsored nationally representative survey conducted in 2018. Senior Afghan officials, including cabinet and parliament members, have stated that Radio Azadi helps to set their meeting agendas and topics of discussion.

On radio, Radio Azadi carries 27 regularly scheduled feature programs, each between 10 to 15 minutes in length, on subjects that have a direct impact on people's lives such as women's empowerment, youth, culture, political satire, and family matters.

Journalists in Afghanistan remain under constant threat of violence and intimidation from warlords, religious leaders, the Taliban, and other extremist groups. The Service's reporting puts them at risk for conflict and attack while on assignment. Tragically, a suicide bombing attack in Kabul on April 30, 2018 claimed the lives of three Radio Azadi journalists.

Major Programs:

- **Caravan of Poison:** An anti-narcotics reporting project funded via a grant from the State Department's Bureau of International Narcotics and Law Enforcement Affairs.
- **In Search of Loved Ones:** A call-in program that has helped reunite families who have been dislocated in the wake of violence or war.
- **Who Was the Victim?:** Video programming that profiles the victims of terror attacks and bombings in Afghanistan.

RFE/RL Radio Mashaal (Language: Pashto)

Origin: 2010

FY 2019 Service Actual Spending: \$3.312 million

FY 2019 Service + Program Delivery: \$3.795 million

Radio/Audio Original Programming: 54.85 hours/week

Radio/Audio Total Broadcast: 63 hours/week

Delivery Method:

Radio/Audio: Shortwave, Medium Wave

Website, Social Media, App

Radio Mashaal provides a powerful alternative to extremist propaganda in Pakistan's remote tribal regions along the Afghan border. Mashaal engages Pashto-speaking audiences, primarily youth, targeted by the "mullah" radio of the Taliban and the recruitment efforts of militant groups. RFE/RL has been unable to conduct an audience survey in the target area since 2011 because the local authorities refuse to grant their approval for such a study. However, according to the 2019 USAGM-sponsored survey in the rest of Pakistan, one million Pakistanis use Radio Mashaal content each week.

Radio Mashaal provides balanced news reporting in the region and, through its call-in shows and other programs, helps to mitigate audience isolation by providing a bridge to political representatives. Mashaal relies primarily on radio to reach its target audience, and despite low internet penetration in its target region, attracts sizeable audiences and high engagement on digital platforms.

In January 2018, Pakistan's Interior Ministry cleared and sealed Radio Mashaal's offices in Islamabad on orders from the country's Inter-Services Intelligence agency; however, RFE/RL continues to report from the country despite interference from both the Pakistani government and extremist militants.

Major Programs:

- **Voices of Youth:** An hour-long weekly call-in show connecting young people in tribal area with political and educational authorities.
- **Good Morning Pakhatoonkhawa:** An hour-long daily call-in show for citizen journalists who report on social and economic issues.
- **In the Name of Mashaal:** An hour-long program designed for women in conservative Pashtun society who cannot call in to live programs but can safely register their comments anonymously.

Radio Free Europe/Radio Liberty (RFE/RL): Central Asia

RFE/RL Radio Azattyq (Languages: Kazakh, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$1.803 million

FY 2019 Service + Program Delivery: \$2.142 million

TV/Video Original Programming: 1.25 hours/week

TV/Video Total Broadcast: 1.25 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Website, Social Media, App

Radio Azattyq serves as an independent, alternative source of local, regional, and national news in a country where the government overwhelmingly seeks to control the press. Radio Azattyq offers informed and accurate reporting in Kazakh and

Russian languages about issues that matter in Kazakhstan, while providing a dynamic platform for audience engagement and the free exchange of news and ideas. The Service operates out of bureaus in Kazakhstan's capital city Nur-Sultan and in the country's largest city, Almaty.

Targeting young, educated, and engaged people in the country, the Service delivers multimedia content digitally via its Kazakh- and Russian-language websites, YouTube channel, mobile platforms, and social media. The Service seeks to set the information agenda, offering objective news and perspectives. In 2016, 5.3 percent of Kazakhstani adults reported using Azattyq each week in a USAGM-sponsored nationally representative survey.

The Service routinely breaks news, including stories on political prisoners, rights activists, and public and labor protests, including a recent one about the mass environmental poisoning of children in the Kazakh village of Berezovka. Azattyq's reporting on the abusive treatment of ethnic Kazakh communities in western China has helped bring the issue to international attention.

Major Programs:

- **AzatNEWS:** A weekday 15-minute live TV news program on Kazakhstan and world events.
- **Prisoners of Xinjiang:** A special web rubric that looks at repression in Xinjiang.

RFE/RL Radio Azattyk (Languages: Kyrgyz, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$2.283 million

FY 2019 Service + Program Delivery: \$3.336 million

TV/Video Original Programming: 9.25 hours/week

TV/Video Total Broadcast: 9.25 hours/week

Radio/Audio Original Programming: 33 hours/week

Radio/Audio Total Broadcast: 52.5 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

Radio Azattyk is a leading, multimedia source of independent news and information in Kyrgyzstan, reporting on topics that other media ignore, including minority rights, government corruption, and Islamic radicalism. The Service operates in a media landscape dominated by Russian disinformation narratives promoting the Kremlin's account of domestic and foreign policy, as well as the rising influence of radical Islam in the region. Nevertheless, Azattyk remains a trustworthy and balanced journalistic organization, providing audiences with unbiased, in-depth, and factual reporting.

Azattyk targets educated information seekers who are active in civil society, such as politicians, NGO leaders, teachers, students, intellectuals, and professionals. Its measured weekly audience is 43 percent of the population, according to a nationally representative USAGM-sponsored survey conducted in 2018.

In addition to radio and digital, the Service produces weekly TV programs from its Bishkek TV studio and news bureau, which also serves as a reporting hub for RFE/RL's Central Asian

language services and the Current Time network.

Major Programs:

- **Inconvenient Questions:** A political talk show presenting in-depth investigative reporting.
- **Sisterhood:** A 30-minute women's talk show broadcast on two popular TV channels twice a week.
- **Azattyk+:** A youth-oriented show that discusses issues and problems at home and abroad with the aim of bringing the most progressive ideas and experiences to Kyrgyzstan.

RFE/RL Radio Ozodi (Languages: Tajik, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$2.089 million

FY 2019 Service + Program Delivery: \$2.156 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Radio/Audio Original Programming: 11.08 hours/week

Radio/Audio Total Broadcast: 39.33 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

Radio Ozodi is a trusted source of local news, attracting outsized audiences with reporting on issues not otherwise covered by Tajikistan's state-run media. Operating out of its Dushanbe bureau, the Service is the only Tajik-language media that consistently challenges the state's tightly controlled media and propaganda networks by offering high-impact reporting on the most popular digital platforms about local politics and economics, societal issues, and human rights. Ozodi strives to reach Tajiks aged 18-45 who are looking for information about events in Tajikistan and the world. Each week, 8.7 percent of adult Tajikistanis use Ozodi according to the results of a USAGM-sponsored nationally representative survey of Tajikistan in 2017.

The Service's local reporting on religious freedom, Islamic State recruiting, law enforcement, family reunification, and women's and minority rights is relied on by international agencies and monitoring groups, and has been commended by the International Red Cross, the UN Committee on Women's Rights, and the U.S. Commission on International Religious Freedom.

Major Programs:

- **Ozodi-Online:** Presents a range of viewpoints, summarizes audience reactions to the news, and creates a forum for measured and responsible social critiques.
- **Navidi Bombod:** A 10-12 minute live news video blog on topical issues published on YouTube.
- **Akhbori Tojikiston va Jahon ("News from Tajikistan and Around the World"):** A popular daily video newscast that includes a segment entitled "Interview of the Day" in which experts provide their views on key events.

RFE/RL Radio Azatlyk (Languages: Turkmen, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$0.829 million

FY 2019 Service + Program Delivery: \$0.904 million

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 56 hours/week

Delivery Method:

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

Radio Azatlyk is the only international Turkmen-language media working inside Turkmenistan and providing independent reporting on political, economic, cultural and security issues. Azatlyk offers Turkmen-speaking audiences professional and locally sourced information about current affairs within their society. The first successfully completed USAGM-sponsored nationally representative survey of Turkmenistan, fielded in 2019, found that 5.6 percent of adults in Turkmenistan use Azatlyk each week.

RFE/RL has neither a bureau nor accredited journalists in Turkmenistan, but, through its local network, manages to provide authoritative reporting and original video and photojournalism from inside the country. Azatlyk's coverage of food shortages, wage arrears, forced labor, homelessness, housing conditions, and travel restrictions on Turkmen citizens has on several occasions prompted government action to improve facilities and social services.

As Azatlyk's popularity has grown, however, authorities have intensified their pressure on the Service's local correspondents. Azatlyk's website is blocked in Turkmenistan, though audiences can access it using circumvention tools. Azatlyk is also present on many social networks – Facebook, Twitter, YouTube, VKontakte and Skype – where it engages with growing audiences of young and educated Turkmen.

Major Programs:

- **Azat Adalga (Free Lexicon):** Weekly video explainers that introduce basic democratic concepts to the Turkmen public.
- **Habarlar Gündeligi (Daily News):** A daily original 30-minute radio and social media program that reports on day-to-day life in Turkmenistan, domestic social and economic challenges, government corruption, and abuse of power.

RFE/RL Radio Ozodlik (Languages: Uzbek, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$1.842 million

FY 2019 Service + Program Delivery: \$1.887 million

Radio/Audio Original Programming: 8.52 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

Well known as a trustworthy news and information source in Uzbekistan, Radio Ozodlik has a wide network of local contacts and sources as well as a professional reporting team in Prague. In contrast to domestic media outlets, Radio Ozodlik provides uncensored news and analysis that delves into the government's policies, creates an atmosphere of open debate, and provides an accurate account of world affairs.

With a strategic focus on innovation, investigative reporting, and new media, Ozodlik is unique in the market in practicing “accountability journalism” to counter Uzbek government disinformation and Russian propaganda efforts. Ozodlik's investigative reporting has resulted in changes to Uzbek state policies and the dismissals of several top officials, among them the vice premier and the Tashkent chief of police.

Ozodlik targets Uzbeks who are active, engaged, and seek dialogue and change, while interacting thoughtfully within the confines of a fearful society. These potential “change agents” are mainly young people between 25-35, who are either students or educated professionals, working in private or government positions. According to the results of a USAGM-sponsored nationally representative survey of Uzbekistan in 2017, 1.0 percent of adults use Ozodlik each week.

Major Programs:

- **Sizdan Telegram (“Telegram from You”):** A solutions-journalism project that allows the audience to submit reports via Telegram. Audiences act as Ozodlik's citizen journalists, sending news, photos and videos from all corners of Uzbekistan, often elevating local news to the national level.
- **OZODLIVE:** A weekly video program highlighting most important stories of the week, distributed on all online platforms.

Radio Free Europe/Radio Liberty (RFE/RL): Eurasia RFE/RL Radio Azatutyun (Languages: Armenian, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$1.953 million

FY 2019 Service + Program Delivery: \$2.102 million

TV/Video Original Programming: 47.5 hours/week

TV/Video Total Broadcast: 81.83 hours/week

Radio/Audio Original Programming: 12.92 hours/week

Radio/Audio Total Broadcast: 16.92 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

Radio Azatutyun serves as a surrogate media source for independent news and information about events in Armenia. Azatutyun's target audience is primarily urban Armenians interested in political, social, and economic issues.

The Service's main strengths are its objective coverage of events, its trustworthiness, and the accuracy of its reports – all rare commodities in Armenia today. Additionally, Azatutyun has become the top source of live video coverage of key political and social developments in the country, thanks to a dramatic increase in TV production volume.

The Service has the capacity to objectively cover news without government control or interference; as a consequence, it has emerged as a key source of information on political and social developments in the country.

USAGM-sponsored surveys in 2018 that were representative of the adult population in each location indicated that 22.7 percent

of adults in Armenia and 8.9 percent of adults in Nagorno-Karabakh use Azatutyun each week.

Major Programs:

- **Sunday Analytical:** The Service's flagship political talk show program, which features interviews and debates with top newsmakers of the week and analysis of key regional and international affairs.
- **The Village:** Azatutyun's film crew travels from village to village, showing Armenians corners of their country that they otherwise wouldn't know.
- **Evening Show:** Azatutyun's flagship radio program, which covers a wide range of topics, including politics, economics, regional, and international developments.

RFE/RL Radio Azadliq (Language: Azerbaijani)

Origin: 1953

FY 2019 Service Actual Spending: \$1.970 million

FY 2019 Service + Program Delivery: \$1.970 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Radio/Audio Original Programming: 0.5 hours/week

Radio/Audio Total Broadcast: 73.08 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Satellite, Streaming

Website, Social Media, App

Radio Azadliq provides uncensored and reliable news and information to promote transparency, accountability, and pluralism in Azerbaijan. Azadliq's audience includes educated information seekers and change agents willing to get involved in efforts to improve Azerbaijani society.

The Service's investigative reporting is critical to addressing issues not covered by official media. Radio Azadliq also serves as a role model for aspiring journalists and independent journalism. In a country where the government controls the flow of information, Azadliq is viewed as the only remaining source of uncensored and balanced news.

Significant challenges remain in that operating environment. In 2014, Azerbaijani authorities forcibly shuttered RFE/RL's news bureau in Baku, and Azadliq's website remains under a formal government ban imposed in May 2017. Current and former bureau staff have been continuously harassed, threatened, and interrogated by authorities. Nevertheless, Azadliq has leveraged social media and mobile applications to provide critical regional news to audiences in Azerbaijan. According to a USAGM-sponsored national survey of Azerbaijan in 2015, three percent of Azerbaijani adults are weekly users of Azadliq.

Major Programs:

- **Azadliq A-LIVE:** A popular 10-minute TV show, which airs on Facebook, YouTube, mobile, smart TV apps, and the Service's website.
- **Free Talk:** A weekly long-form interview with notable guests available on YouTube.

- **Morning Line:** On IGTV, mission-related content developed specifically for Instagram, including "One Day in History," "News You Don't Want to Miss," and "Your Voice."

RFE/RL Balkan Service (Languages: Albanian, Bosnian, Macedonian, Montenegrin, Serbian — includes Macedonia and Kosovo Units)

Origin: Bosnian, Serbian—1994; Albanian to Kosovo—1999; Montenegrin—2005; Macedonian—2001

FY 2019 Service Actual Spending: \$5.450 million

FY 2019 Service + Program Delivery: \$5.724 million

TV/Video Original Programming: 1.42 hours/week

TV/Video Total Broadcast: 1.42 hours/week

Radio/Audio Original Programming: 39 hours/week

Radio/Audio Total Broadcast: 72.5 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

RFE/RL's Balkan Service, one of the few news outlets in the region that engages all sides in its coverage, encourages constructive debate in its target markets, championing professionalism and moderation in a media landscape that is sharply divided along ethnic and partisan lines. The Service promotes a civil society that defines people by their actions, beliefs, and civic identity, rather than their ethnicity. By giving a voice to minorities and airing perspectives otherwise missing from the region, the Service helps build trust among people and increase regional stability.

The Balkan Service also works to unmask disinformation narratives that have emerged as both Russia and China seek to increase their political and economic influence in the region. This strategy is evidenced by the Service's several successful digital projects aimed at providing a platform for those seeking objective news and information in the face of disinformation. More than 150 affiliate stations broadcast the Balkan Service's programming. The Balkan Service reaches significant audiences across the region according to USAGM-sponsored representative surveys: Bosnia-Herzegovina – 18.1 percent, Kosovo – 12.8 percent, North Macedonia – 19.6 percent, Montenegro – 19.1 percent, Serbia – 13.5 percent.

Major Programs:

- **TV Liberty:** A 30-minute weekly show that covers everyday life of Bosnians.
- **Exposé:** A weekly TV program produced by the Kosovo Unit that covers the top international story of the week.
- **Sunday Interview:** A ten-minute weekly program by the Macedonia Unit that covers the hot political topic of the week.
- **Not in My Name:** A social media campaign for Bosnia and Kosovo that directly engages audiences in responsible dialogue about issues surrounding the risks of extremism in their countries.

RFE/RL Radio Svaboda (Language: Belarusian)

Origin: 1954

FY 2019 Service Actual Spending: \$2.362 million

FY 2019 Service + Program Delivery: \$2.362 million

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Satellite, Streaming

Website, Social Media, App

Radio Svaboda provides uncensored news, analysis, and feature programming in Belarusian about events in Belarus and the world to a closed, authoritarian-ruled society. Svaboda, reporting in one of Europe's most restrictive societies, defies the government's virtual monopoly on domestic broadcast media with unique livestreams from street protests, trials, rallies, and cultural events. A vital dimension of this role is to counter ubiquitous Russian propaganda in Belarus. Svaboda also provides strong coverage of Belarusian culture and language.

On digital platforms, Svaboda targets educated urban professionals, aged 18-40, who are interested in news, politics, and Belarusian culture, and are current and potential agents of change. A digital innovator, Radio Svaboda consistently experiments with new platforms and formats to engage online audiences. According to the results of a 2016 USAGM-sponsored national survey of Belarus, 1.9 percent of Belarusian adults use Svaboda programming each week.

Major Programs:

- **Svaboda Live:** Video streams from protests and public events and analytical online discussions on multiple platforms, focusing on current events and sociopolitical trends.
- **Just Women:** On website and Facebook platforms: virtual roundtable discussions of political, economic, and social issues relevant to women and LGBT communities.

RFE/RL Bulgarian Service (Language: Bulgarian)

Origin: 1950 (ended in 2004, restarted in 2019)

FY 2019 Service Actual Spending: \$0.347 million

FY 2019 Service + Program Delivery: \$0.347 million

Radio/Audio Original Programming: 0.1 hours/week

Radio/Audio Total Broadcast: 0.1 hours/week

Delivery Method:

Radio/Audio: Streaming

Website, Social Media, App

Relaunched in January 2019 after a 15-year hiatus, RFE/RL's Bulgarian Service, known locally as Svobodna Evropa, provides independent news and original analysis to help strengthen a media landscape weakened by the monopolization of ownership and corruption. The Service targets educated Bulgarians, aged 18 to 54, who are opinion leaders in their communities and are digital news consumers.

RFE/RL's Bulgarian Service is the only Western news source that provides original and independent news reporting from Bulgaria. Since resuming operations, the Bulgarian Service has broken major stories on sensitive topics such as government accountability. For example, the Service worked with local media outlets and anti-corruption groups to expose a massive

real estate scandal involving ruling party members. The Service has been harshly attacked by one far-right political party, which accused RFE/RL of "working to destroy the Bulgarian state." Research to measure the size of the audience of the relaunched Service is planned for 2020.

Major Programs:

- **Превод в ефир (Interpretation on Air):** A weekly podcast produced by journalist Polina Paunova looking at commentary by prominent politicians.
- **Investigative journalism:** Stories about corruption, interference in the political process, and the use of the judiciary for political persecution.

RFE/RL Radio Tavisupleba (Language: Georgian), Ekho Kavkaza (Language: Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$2.674 million

FY 2019 Service + Program Delivery: \$2.685 million

TV/Video Original Programming: 1.87 hours/week

TV/Video Total Broadcast: 1.87 hours/week

Radio/Audio Original Programming: 14.5 hours/week

Radio/Audio Total Broadcast: 24.5 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

Radio Tavisupleba serves as a rare source of balanced journalism in a country where much of the press openly supports, both editorially and through the selection of news, either the government or the opposition. The Service's target audience is interested in politics, engaged in society, and frustrated with Georgia's polarized media market.

As a trusted surrogate broadcaster, Radio Tavisupleba delivers professional reporting on news, current affairs, and cultural issues, helping people to stay informed about current events and their impact on Georgian politics and society. Tavisupleba excels across platforms, with a dynamic and interactive Instagram and social media strategy rounding out its radio and TV programming.

In 2016, a USAGM-sponsored nationally representative survey of Georgia found that 3.4 percent of Georgian adults use Tavisupleba's content each week.

Major Programs:

- **Reflections:** A popular weekly TV show that offers audiences alternative views on topics often ignored by Georgian media and airs issues considered to be taboo or that are subject to self-censorship.
- **Liberty Monitor:** A biweekly investigative show airing on a local affiliate that has become one of Georgia's most popular and influential programs.
- **Humans of Liberty:** A bimonthly Facebook series focusing on high-impact, thought-provoking profiles of ordinary people fighting for human rights.

Ekho Kavkaza

RFE/RL Georgian Service's Russian-language Ekho Kavkaza

provides an uncensored alternative to Kremlin-controlled information in the separatist regions of Abkhazia and South Ossetia and serves as a platform for informed and open exchange of information and ideas.

Major Programs:

- **Ekho Kavkaza (“Echo of the Caucasus”):** A daily, one-hour Russian-language radio program and website covering Georgia’s breakaway regions of Abkhazia and South Ossetia that provides impartial reporting as way to overcome mistrust between ethnic groups in these conflict zones.

RFE/RL Radio Europa Libera (Languages: Romanian, Russian)

Origin: 1950 (to Romania, ended in 2008, restarted in 2019; Moldova-focused programs since 1998)

FY 2019 Service Actual Spending: \$2.383 million

FY 2019 Service + Program Delivery: \$2.525 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 5 hours/week

Radio/Audio Original Programming: 11.02 hours/week

Radio/Audio Total Broadcast: 13.02 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, App

Romanian to Moldova

Radio Europa Libera provides credible and impartial news, information, and analysis as well as a forum for debate on major themes related to Moldova, the region, and the world. The only Western international media source with programs designed to serve a Moldovan audience, Radio Europa Libera promotes democratic values, including free speech, tolerance, and respect for human rights and minorities.

Programming spans roundtable discussions, programs on political and social issues in the country, and talk shows. The Service also offers special reporting to the separatist region of Transnistria designed to build bridges between peoples living in a divided society.

Europa Libera strives to reach audiences across urban and rural Moldova who believe in working to foster a more open and democratic society. A nationally representative USAGM-sponsored survey conducted in late 2019 in Moldova shows that nearly one-fifth of Moldovan adults consume Moldovan Service programming every week.

Major Programs:

- **AntiNostalgia:** A U.S. Embassy Chisinau-funded special multimedia project that provides an alternative to popular local Russian media outlets promoting Soviet nostalgia.
- **Pur și Simplu (Clear and Simple):** A ten-minute weekday television program focused on building civil society institutions that airs on the national public TV channel in Romanian and Russian (dubbed).
- **Transnistrian Dialogues:** A 30-minute special program for the separatist region of Transnistria, broadcast in

Romanian and Russian via affiliates in the separatist region and in Moldova on Public Radio Moldova.

Romanian to Romania

After a decade-long closure, RFE/RL’s Romanian Service, Europa Libera, relaunched in 2019 on digital platforms to help address declining media independence in Romania and the spread of disinformation. The Service provides audiences with local, regional, and international news, expert analysis and original features, while serving as a platform for informed discussion and debate.

RFE/RL Romanian Service digital content targets an audience of young, urban, and educated Romanians (20-40 years old), avid consumers of the Internet who are willing to mobilize for positive change in their country. No audience estimates for the relaunched Service are yet available.

RFE/RL North Caucasus Service (Languages: Chechen, Russian)

Origin: 2002

FY 2019 Service Actual Spending: \$1.263 million

FY 2019 Service + Program Delivery: \$1.263 million

TV/Video Original Programming: 0.33 hours/week

TV/Video Total Broadcast: 0.33 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Website, Social Media, App

Radio Marsho reports news in a violent region where media freedom and journalists remain under significant threat. RFE/RL, the sole international broadcaster to provide objective news and analysis to the North Caucasus in Chechen, provides in-depth coverage of human rights abuses by the police and security forces, social taboos, and ongoing efforts at historical revisionism by Chechnya’s current leadership. In addition to serving as a news portal for the region, the Service focuses on violent extremism, political and economic disenfranchisement, corruption, and police brutality—concerns that unite all of the region’s ethnic groups.

The North Caucasus Service targets primarily urban, educated 25-45-year-olds who seek objective and in-depth reporting on both local and national issues to augment the extremely limited news coverage, views and opinions offered by the official media. According to a 2014 USAGM-sponsored representative survey of the republic of Chechnya, 0.5 percent of adults use content from Radio Marsho weekly.

Major Programs:

- **Caucasus.Realities:** A regional reporting project that provides local news in Russian about the North Caucasus region.
- **Chechen Library:** A unique online library, launched in 2015, with both text and audio versions of classics selected from Chechen poetry and prose as well as works from contemporary authors.

RFE/RL Radio Svoboda (Language: Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$8.278 million

FY 2019 Service + Program Delivery: \$9.122 million

Radio/Audio Original Programming: 34.08 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Medium Wave, Satellite, Streaming

Website, Social Media, App

Radio Svoboda delivers professional reporting on Russia and the region and continues to be a trusted source of balanced information about political, social, civic, cultural, and human rights issues otherwise un- or under-reported in Russia. The Service also provides a forum for discussion and debate on these topics.

With this enduring mission, Radio Svoboda focuses on producing a range of integrated multimedia content—audio, video, and social media—that connects target audiences across Russia and enhances the impact of its journalism. Video programming falls into three categories: live streaming from important public events such as protests, video-casts of talk shows also available as audio, and short videos included in multimedia reports.

According to results from a nationwide survey commissioned by USAGM in 2018, 3.8 percent of adults in Russia consume Radio Svoboda content each week. The Russian government has targeted RFE/RL's Russian Service, designating it a "foreign agent." Owing to political pressures within Russia, RFE/RL is restricted from local radio and TV rebroadcasting and therefore relies primarily on digital distribution platforms.

Major Programs:

- **Siberia.Realities:** A regional reporting project targeting residents of the trans-Urals region of Russia with the aim of addressing Siberian life objectively and comprehensively.
- **Northern.Realities:** A regional reporting project targeting residents of Russia's vast northwest.
- **Signs of Life:** The Service's short-form documentary series, which focuses on pressing current events within Russian society.
- **Face the Event:** A live talk show about the most important news story of the day.

RFE/RL Radio Azatliq (Languages: Tatar, Bashkir, Crimean Tatar, Russian)

Origin: 1953

FY 2019 Service Actual Spending: \$1.368 million

FY 2019 Service + Program Delivery: \$1.368 million

Radio/Audio Original Programming: 0.42 hours/week

Radio/Audio Total Broadcast: 0.42 hours/week

Delivery Method:

Radio/Audio: Streaming

Website, Social Media, App

The only major international news provider in the Tatar and Bashkir languages, Radio Azatliq covers religious, sectarian, ethnic, cultural, historical, and identity issues in an environment heavily dominated by the Russian press. Radio Azatliq reports primarily in the Tatar language, which is vital to a region in the midst of a new wave of Kremlin-launched Russification. The Service also provides a platform for free discussion of issues

such as identity and the peaceful coexistence of various ethnic and religious communities, topics essential to the development and nourishment of civil society and democratic institutions in the region.

Radio Azatliq aims to serve as a conduit between Tatar communities in Russia, Crimea, and the world. Using its website as its primary delivery platform, Azatliq targets people living in Tatarstan and Bashkortostan as well as in neighboring areas. Radio Azatliq content is an indispensable resource for teaching the Tatar language to students owing to its modern use of the language, topical stories, and the combination of audio and video versions of reports. No current audience estimates from Tatarstan or Bashkortostan are available.

Major Programs:

- **Idel.Realities:** A regional reporting project targeting the wider Volga-Ural region of the Russian Federation that publishes content in Russian. Idel.Realii also launched Real People, a mini-TV project with 20 minutes a week of recorded video featuring various public figures discussing the most prominent events in the region.
- **Әйде! Online:** A popular rubric dedicated to helping audiences learn Tatar online.

RFE/RL Radio Svoboda (Languages: Ukrainian, Crimean Tatar, Russian)

Origin: 1954

FY 2019 Service Actual Spending: \$5.067 million

FY 2019 Service + Program Delivery: \$5.090 million

TV/Video Original Programming: 5.03 hours/week

TV/Video Total Broadcast: 9.05 hours/week

Radio/Audio Original Programming: 26.18 hours/week

Radio/Audio Total Broadcast: 43.46 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Medium Wave, Satellite, Streaming

Website, Social Media, App

RFE/RL's Ukrainian Service, Radio Svoboda, strives to help Ukrainians define the country's path towards a more mature democracy by enabling them to learn from one another, understand the range of different cultures and outlooks within Ukraine, and integrate more constructively into European organizations and structures.

Svoboda's reporting serves Ukraine's three distinct media markets: the greater territory of Ukraine, Russian-occupied Crimea, and territories in eastern Ukraine controlled by Russia-backed separatists. This reporting plays an important role in countering Russian disinformation by providing reliable, objective analysis of current issues and events.

Svoboda partners with numerous TV and radio affiliates in the country to expand the reach and impact of its programming. A 2019 USAGM-commissioned nationwide survey showed that 22 percent of Ukrainian adults use Svoboda content each week, including viewing of Svoboda's reports on local Ukrainian TV channels. Radio Svoboda is the third most-cited online news outlet in Ukraine; VoxUkraine analysts looked at data from March-July 2020 and placed the citation level of Radio Svoboda right after news agencies Interfax-Ukraine and RBK-Ukraine.

Major Programs:

- **Crimea.Realities:** Targets audiences in Russian-occupied Crimea on TV, radio, and digital. The Russian government has targeted Crimea.Realities itself, designating it a “foreign agent.”
- **Donbas.Realities:** Targets audiences living in territories in eastern Ukraine controlled by Russia-backed separatists across TV, radio, and digital platforms.
- **Schemes:** An award-winning investigative TV program that provides high-impact reporting on corruption among Ukraine’s political elites. The program has informed official investigations, resulted in high-level dismissals, and promoted greater public accountability in Ukraine. Members of the “Schemes” investigative team have been subjected to assault, doxing, and online threats.
- **Saturday Interview:** Offers discussion about the main issues of the week and features high-profile interviews that are often quoted across the Ukrainian media market.

USAGM provides multiple fact-based, independent news and information streams to counter Kremlin propaganda. Since 2014, USAGM has added more than 35 programs for audiences in Russia and its neighboring regions. According to a 2018 survey, USAGM’s three main Russian language media outlets (Current Time, RFE/RL’s Russian Service and VOA’s Russian Service) are among the most-trusted news sources in Russia.

Current Time

Current Time (Language: Russian)

Origin: 2014

FY 2019 Service Actual Spending:
\$11.546 million

FY 2019 Service + Program Delivery: \$11.546 million

TV/Video Original Programming: 57.66 hours/week

TV/Video Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming
Website, Social Media, App



Current Time

The Current Time TV and digital network – led by RFE/RL in cooperation with VOA – provides Russian speakers across Russia, Ukraine, Central Asia, the Caucasus, the Baltics, and Eastern Europe with access to factual, accurate, topical, and trustworthy information. Current Time also serves as a much-needed reality check on disinformation narratives that drive conflict in the region. Current Time aims to depoliticize the Russian media space by serving as a bias-free news source for all Russian speakers, who are often limited to Kremlin-controlled news and information options even when living far beyond Russia’s borders. Current Time places a premium on

live news coverage that allows skeptical audiences numbed by disinformation and Kremlin narratives to judge events for themselves.

Current Time is not just about news. It offers groundbreaking feature programming that focuses on compelling human stories of compassion, resilience, and humor – filmed far from the beaten path in undiscovered corners of Russia, Ukraine, and Central Asia. The network’s award-winning documentary series annually screens more than 100 titles, providing Russian-speaking audiences with rare access to films barred from mainstream distribution in Russia because of their political content.

Current Time is now seen in 22 countries via 202 distributors and more than 64 affiliates in 15 countries. A USAGM-sponsored nationally representative survey of Russia conducted in 2018 reveals that 4.1 percent of Russian adults aged 15 and older use Current Time weekly. Across the target area, 6.9 million adults use Current Time each week according to the USAGM-sponsored research conducted in those markets to date. The Russian government has targeted Current Time, designating it a “foreign agent” in order to try to discredit its work.

Major Programs:

- **Current Time.Newsday:** A daily half-hour live news program that offers the top international and regional stories of the day.
- **Current Time.Asia:** Produced daily live from RFE/RL’s Bishkek reporting hub, featuring a review of major events across Central Asia.
- **Current Time.Evening:** A nightly live analytical talk show, featuring deep-dive coverage of key news events as well as exclusive interviews, debates, and a wide range of views on the vital issues of the day.
- **Current Time.Morning:** Launching in November 2020, this is Current Time’s first morning news program, broadcast live from Kyiv.
- **News Bulletins:** Current Time provides 8 hours of top-of-the-hour live bulletins seven days a week.
- **Footage vs. Footage:** An entertaining program on media literacy and disinformation, juxtaposing news footage to demonstrate how a single news story can be told in a variety of ways – depending on which country is doing the reporting.
- **Unknown Russia:** Hosted by award-winning Russian journalist Vadim Kondakov, the show explores extraordinary places and people in Russia rarely seen on mainstream television.
- **Person on the Map:** Offers a rare encounter with Russians living in the country’s modern-day outback, far from the relative prosperity of Moscow and St. Petersburg.
- **Asia 360:** A weekly program that aims to dispel the most common myths about Central Asia, as well as to talk about traditions and customs in the region that would otherwise be unknown to those outside the area.
- **#InUkraine:** A weekly program focused on life in Ukraine, introducing viewers to unique people, and showcasing places and events that are little known even in the country itself.

Current Time Digital

RFE/RL houses Current Time’s digital arm, Current Time

Digital, which is responsible for all Current Time branded digital engagement and original content production for digital platforms. Current Time Digital acts as the vanguard of the Current Time brand, producing eye-catching social videos, context-rich explainers, powerful long reads, and quick captures of live news coverage provided by Current Time's field crews. As of June 2020, Current Time has more than 4 million followers across its social media platforms.

Major Programs:

- **Short videos** designed for social media that tell high-impact stories in the course of a few minutes. Current Time Digital pioneered the use of such videos, which feature explanatory text overlaid on video, for the Russian-language market. Each video is adapted to the best standards of each social media platform.
- **Longer-form video content**, including a popular video blog which shows Russians how basic public services – ranging from public transit to social welfare programs to recycling – operate in Western countries.
- **Explainer videos**, which aim to provide context for major news developments in a way that is accessible and easily understandable to audiences.
- **In-depth digital reporting** via the Current Time website, which includes long-read feature articles, investigative pieces, and interactive content such as timelines and quizzes.

Radio Free Asia (RFA): East Asia

RFA Cantonese Service

(Language: Cantonese)



Radio Free Asia

Origin: 1998

FY 2019 Service Actual Spending: \$1.128 million

FY 2019 Service + Program Delivery: \$1.136 million

TV/Video Original Programming: 6 hours/week

TV/Video Total Broadcast: 16.5 hours/week

Radio/Audio Original Programming: 6 hours/week

Radio/Audio Total Broadcast: 55 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

The RFA Cantonese Service targets the 70 million native speakers of Cantonese, including those in Hong Kong, where residents have participated in massive demonstrations for political autonomy from Beijing. Hong Kong's media, once among the world's most free, has moved from self-censorship to widespread Mainland Chinese ownership. Beijing's passage of a new National Security Law for Hong Kong in May 2020 criminalized any speech the CCP deems unfavorable. In this increasingly restricted media environment, RFA Cantonese remains a crucial source of objective and independent information for Hong Kong residents and other Cantonese-speaking audiences inside China.

RFA's Cantonese Service has provided extensive, often live coverage of Hong Kong's protests, from the 2014 Umbrella Revolution, to violent resistance to the 2019 extradition law and revived protests against the new security law. RFA also reports

consistently on the aftermath of these protests, to include arrests, detentions and bans on free expression. RFA cartoonist Rebel Pepper's work has appeared widely in Hong Kong protests and on social media.

Major Programs:

- **News Features:** In addition to political reporting, RFA Cantonese features stories on public health, food safety, and environmental conditions, as well as daily talk shows on current affairs.
- **Podcasts:** RFA publishes podcasts on iTunes and Google Play.
- **Social Media:** RFA Cantonese maintains an active social media presence on Facebook, Twitter, YouTube, and Tinein. The Service's YouTube channel reached 100m views in 2020 and doubled its number of subscribers to 179k. Audiences viewed RFA Cantonese Facebook videos 71m times in the past year (June 2019 - May 2020).

RFA Korean Service (Language: Korean)

Origin: 1997

FY 2019 Service Actual Spending: \$3.840 million

FY 2019 Service + Program Delivery: \$5.238 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Radio/Audio Original Programming: 24.5 hours/week

Radio/Audio Total Broadcast: 66.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

RFA Korean, a leader among broadcasts to North Korea, provides uncensored news and commentary to one of the world's most closed societies. RFA's unique network of in-country sources and its use of North Korean reporters provides access to DPRK citizens, breaking exclusive stories from deep inside this isolated country. More than 20 North Korean defectors contribute to RFA Korean programming, offering a platform for their personal perspectives and experiences of the free world, while helping to ensure accuracy and credibility. RFA Korean's video programs counter pervasive false narratives from Pyongyang. RFA Korean's exclusives are widely cited by top international media as well as by the South Korean press, including news stories revealing North Korea's crumbling healthcare system, violations of international nuclear- and missile-related sanctions, expansion of its notorious political prison camps, and high-level defections. North Korean officials have called out RFA, accusing the United States of engaging in "psychological warfare" through its support of the network.

Major Programs:

- **RFA's Shortwave Radio Programs:** These programs break news from inside North Korea and offer defector perspectives.
- **RFA Korean's YouTube:** Offers modern, reality-TV-style programs focused on the lives of North Korean defectors in South Korea, special events coverage, and newsmaker

profiles. While not available in North Korea, RFA YouTube reaches still reaches North Koreans via alternative channels such as NGO digital distribution systems.

- **Podcasts:** iTunes and Google Play.
- **Special Projects:** Multimedia special reports, political cartoons, and e-books.

RFA Mandarin Service (Language: Mandarin)

Origin: 1996

FY 2019 Service Actual Spending: \$4.384 million

FY 2019 Service + Program Delivery: \$5.256 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 18 hours/week

Radio/Audio Original Programming: 24.5 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, App

RFA Mandarin breaks sensitive political news stories, giving voice to the voiceless inside the People's Republic. From investigating Chinese Communist Party corruption, abuses, and human rights violations, to presenting analysis of otherwise-banned news, RFA Mandarin delivers uncensored information about China around the clock via radio, television, and digital platforms.

RFA Mandarin serves as a model of free press while countering aggressive CCP disinformation campaigns both in China and globally. In-depth programming covers rapid socioeconomic change, environmental degradation, land grabs, public health, corruption, and labor. RFA offers in-depth features covering religious and ethnic minorities, as well as Chinese historical events censored or ignored by the CCP.

In 2020, RFA Mandarin received a Gold Medal (New York Festivals Radio Awards) for its documentary on China's Great Leap Forward. Its video coverage of China's crackdown on human rights lawyers won the 2019 National Murrow Award. RFA's COVID-19 coverage began in late 2019, exposing attempts to silence doctors sounding the alarm and, later, critics of China's response. RFA Mandarin also uncovered China's underreported death toll in Wuhan, a widely-cited story that forced China to release new estimates. At the end of FY 2020, the Service had more than 635,000 Twitter followers and 155,000 YouTube subscribers, a notable accomplishment given the challenge of reporting domestic news to a closed market.

Major Programs:

- **Asia-Pacific Report:** RFA Mandarin's flagship daily radio news.
- **Digital Media:** Social media and web videos focused on explainers, features and short news topics.
- **Podcasts:** RFA publishes podcasts on iTunes.
- **Social Media:** Facebook, Twitter, and YouTube. Content also shared on China's censored social media giant, WeChat. From June 2019-May 2020, RFA Mandarin's Facebook audience was up 767 percent, with a 675 percent increase in

interactions.

RFA Tibetan Service (Language: Tibetan)

Origin: 1996

FY 2019 Service Actual Spending: \$4.407 million

FY 2019 Service + Program Delivery: \$5.322 million

TV/Video Original Programming: 3.5 hours/week

TV/Video Total Broadcast: 31.5 hours/week

Radio/Audio Original Programming: 29.2 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

RFA Tibetan provides news in three major Tibetan dialects, aimed primarily at Tibetans living under Chinese rule. The authoritative source of uncensored news about Tibet, the Service covers traditional culture and religion, dissent, human rights abuses and environmental activism. As Beijing has moved aggressively to destroy Tibetan Buddhist Centers -- expelling monks and nuns and destroying their buildings -- RFA provides coverage of these abuses as well as the activities of the religion's spiritual leader, the exiled Dalai Lama. RFA Tibetan also has documented attempts to remove Tibetan language from education and media, as China moves to assimilate this minority population.

RFA offers programming that helps preserve Tibetan history, language, and culture, while also providing a neutral forum for inter-ethnic exchange. The Service plays a critical role in countering Chinese propaganda that attempts to downplay the unrest and strife surrounding Tibetan issues. With contacts in all parts of Tibet, RFA is able to break stories from Lhasa to remote Tibetan villages, not only for Tibetan audiences inside Tibet and in the diaspora regions of Nepal and India, but also for the world.

Major Programs:

- **TibetanDaily:** Morning and evening news radio programs that feature talk shows, Dalai Lama lectures, commentaries by writer/poet Woese, and weekly features on women's issues, health, Hong Kong, Taiwan, and South Asia.
- **Satellite and Online Television Newscasts:** Available in three dialects.
- **Podcasts:** iTunes and Google Play podcasts.
- **Social Media:** Facebook, Twitter, YouTube.

RFA Uyghur Service (Language: Uyghur)

Origin: 1998

FY 2019 Service Actual Spending: \$1.357 million

FY 2019 Service + Program Delivery: \$1.460 million

TV/Video Original Programming: 1.3 hours/week

TV/Video Total Broadcast: 7.3 hours/week

Radio/Audio Original Programming: 7 hours/week

Radio/Audio Total Broadcast: 49 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

RFA Uyghur is the only major source of uncensored local and international news in the Uyghur language inside China's Xinjiang Uyghur Autonomous Region (XUAR). The Service features breaking news on Uyghur dissent, crackdowns, detentions, and human rights abuses, including Beijing's deadly ongoing "strike hard" anti-terror campaign. RFA was among the first to break the news of the extrajudicial internment of over one million Uyghurs and other Muslims in "re-education" camps across Xinjiang, as well as events that followed, including detainee transfers to Chinese factories for forced labor amid the COVID-19 pandemic.

A forum for Uyghurs worldwide to share their experiences and engage with the global community, the Service reports on Uyghur history, language, and culture and provides a medium for inter-ethnic understanding to foster stability and regional security. Chinese authorities have retaliated, detaining many of the Service's U.S.-based reporters' family members still inside the XUAR. Still, the Service's work continues, proving instrumental to Congress's bipartisan passing of the 2020 Uyghur Human Rights Policy Act bill now awaiting the President's signature. In addition, RFA journalist Gulchehra Hoja won the prestigious Magnitsky Human Rights Award, as well as the International Women's Media Foundation's Courage in Journalism Award for her coverage of ongoing human rights abuses in Xinjiang.

Major programs:

- **Radio:** Daily news, news analysis, and features on women, health, environment, human rights, exile communities, culture and history.
- **Podcasts:** iTunes, Google Play, and TuneIn.
- **Social Media:** Facebook, Twitter, YouTube.
- **Video:** Weekly opinion talk show and additional features.

Radio Free Asia (RFA): Southeast Asia

RFA Burmese Service (Language: Burmese)

Origin: 1997

FY 2019 Service Actual Spending: \$1.878 million

FY 2019 Service + Program Delivery: \$2.131 million

TV/Video Original Programming: 9 hours/week

TV/Video Total Broadcast: 34 hours/week

Radio/Audio Original Programming: 8 hours/week

Radio/Audio Total Broadcast: 93 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Satellite, Streaming

Website, Social Media, App

RFA Burmese plays a critical role reporting political, security and social issues that domestic media in Burma (Myanmar) avoid because of the inability to legally criticize the elected administration of Aung San Suu Kyi and the armed forces. The military retains enormous power despite democratic reforms that began a decade ago. News media remain vulnerable to prosecution under draconian national security laws. RFA's Burmese Service often covers sensitive news like land

confiscations, the impact of Chinese investment, military abuses during fighting with ethnic insurgents, environmental degradation, and attacks on freedom of speech and the press.

RFA has reported extensively on the plight of minority Rohingya Muslims forced to flee to neighboring Bangladesh. For the past 18 months, RFA Burmese has also offered unrivaled coverage of military-ethnic fighting in Rakhine State, the region the Rohingya fled. The Service provides news bulletins each week in seven ethnic minority languages, with Burmese subtitles. In 2019, RFA Burmese received 1.4 billion Facebook video views, a nearly fivefold increase from the previous year.

Major Programs:

- **Radio:** Two daily 30-minute news bulletins on shortwave radio, also streamed in full video with audio broadcast.
- **Social Media:** Active on Facebook, YouTube, Twitter.
- **Satellite TV:** Three weekly programs on a popular local satellite TV channel.
- **Here and Now:** A 30-minute feature show with the week's best stories.
- **Politics Today:** A 30-minute talk show recorded in the capital Naypyitaw.

RFA Khmer Service (Language: Khmer)

Origin: 1997

FY 2019 Service Actual Spending: \$1.701 million

FY 2019 Service + Program Delivery: \$1.784 million

TV/Video Original Programming: 7.5 hours/week

TV/Video Total Broadcast: 7.5 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 59.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, App

RFA Khmer serves as a watchdog for ordinary Cambodians, holding to account a government and local authorities who act with impunity. Most recently, Hun Sen, Cambodia's longtime prime minister, has smothered critical voices in the domestic news media. As a consequence, Cambodians rely increasingly on RFA for dependable information and balanced political coverage that includes views from the main opposition party, which has been outlawed by the government. RFA has managed to sustain this watchdog role and even increase its social media following despite the forced closure of its Phnom Penh bureau in 2017. Two years after their November 2017 arrest, former RFA reporters Yeang Sothearin and Uon Chhin remain under investigation and court supervision.

RFA Khmer programming includes popular call-in shows and regular features on international affairs, women's issues, agriculture, religion, health, and technology. RFA also covers land grabs, illegal logging, corruption, labor disputes, and persecution of human rights defenders and the political opposition. RFA has launched an ongoing investigation of the overseas properties of elite Cambodians. RFA Khmer has the second most popular YouTube channel in Cambodia, which gained 500K new subscribers and a five-fold increase in views in 2019.

Major Programs:

- **Radio:** Two daily, hour-long “hot” news broadcasts on shortwave; the main evening show is broadcast live, streamed online, and supplemented by a 30-minute segment shot in a TV studio.
- **Roundtable:** Discusses topics such as religion, ethnic Cambodians living in Vietnam, health, women’s issues, and youth trends.
- **Social Media:** Fast-growing following on Facebook and YouTube, and nascent Twitter following.

RFA Lao Service (Language: Lao)

Origin: 1997

FY 2019 Service Actual Spending: \$1.435 million

FY 2019 Service + Program Delivery: \$1.472 million

TV/Video Original Programming: 0.2 hours/week

TV/Video Total Broadcast: 0.2 hours/week

Radio/Audio Original Programming: 4.5 hours/week

Radio/Audio Total Broadcast: 52.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Satellite, Streaming

Website, Social Media, App

RFA Lao covers issues and events otherwise censored by the state-controlled domestic media. Widely viewed as the only credible international news outlet, the Service regularly digs below the surface to expose this one-party state’s actions. The Service reports exhaustively on the massive impact of Chinese investment that is transforming Laos, to include the construction of a high-speed China-Lao railway that has displaced thousands of families with inadequate compensation. Other investigative stories have covered the health impacts of heavy pesticide use on banana plantations and other agro-industrial projects, and pollution from unregulated Chinese industrial projects. RFA also focuses on major hydropower projects on the Mekong River and its tributaries, which cause displacement and threaten long-term damage for farming and fishing communities. Because RFA Lao bases much of its reporting on tips from concerned citizens, it has increased production of standalone video and also posts citizen-sourced video on its website and social media platforms. That drove a more than five-fold increase in Facebook video views in FY 2020 compared to FY 2019. At the end of FY 2020, RFA Lao also had over 240,000 Facebook followers.

Major Programs:

- **Radio:** A daily 30-minute radio broadcast on shortwave and streamed online. Includes weekly features on women and children, overseas Lao, a listeners’ corner, and a weekend talk show.
- **Social Media:** Active on Facebook, YouTube, Twitter.

RFA Vietnamese Service (Language: Vietnamese)

Origin: 1997

FY 2019 Service Actual Spending: \$1.259 million

FY 2019 Service + Program Delivery: \$1.259 million

TV/Video Original Programming: 3.4 hours/week

TV/Video Total Broadcast: 3.4 hours/week

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 10.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Satellite, Streaming

Website, Social Media, App

RFA Vietnamese provides uncensored news on domestic issues and serves as an outlet for independent, online commentary in a country where the Communist government suppresses political dissent through intimidation and detention. RFA reports with particular determination to cover the plight of dissidents and people arrested for exercising the right to free expression. Other areas of coverage include land grabbing, suppression of religious freedom, and Vietnam’s disputes with China over competing territorial claims in the South China Sea. The government is fiercely critical of RFA coverage, which it frequently denounces in the state media, and three RFA contributors are currently imprisoned in Vietnam.

Because of the government’s concerted effort to jam RFA’s shortwave signal, the Vietnamese Service has re-orientated its approach to focus purely on online content. In April 2020, the Vietnamese government ordered Facebook to remove two RFA posts, citing “local restrictions,” and Facebook complied. Nevertheless, RFA Vietnamese has been a trailblazer in social media use and in customizing content to reach smartphone users. Video content ranges from infographics dissecting historical events, to viral news videos that can garner millions of views. At the end of FY 2020, RFA Vietnamese had more than 1.67 million followers on Facebook and totaled 787 million Facebook video views – a 362 percent increase from the previous year.

Major Programs:

- **Radio:** A daily 30-minute audio news bulletin.
- **Webcasts:** One daily, short video news bulletin and one longer-form bulletin, including a daily feature, using content from inside Vietnam and complemented by talk show and interviews segments.
- **Social Media:** Facebook, YouTube, Twitter.

Middle East Broadcasting Networks (MBN)

MBN Alhurra TV (Language: Arabic), Alhurra Iraq (Language: Arabic)



Origin: 2004

FY 2019 Service Actual Spending: MIDDLE EAST BROADCASTING NETWORKS, INC.
\$27.078 million

FY 2019 Service + Program Delivery: \$31.128 million

TV/Video Original Programming: Alhurra: 109 hours/week;
Alhurra-Iraq: an additional 23 hours/week of Iraq-specific programming

TV/Video Total Broadcast: 336 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming, USAGM-Owned
Terrestrial (Iraq)

Website, Social Media, App

Alhurra TV

A 24/7 Arabic-language television network that provide programs to 17.5 million viewers each week, Alhurra TV reaches all 22 countries in the Arabic speaking world. Alhurra TV's mission is to provide objective and accurate news to the people of the Middle East about the region, the United States, and the world. Alhurra supports democratic values by expanding the spectrum of ideas, opinions, and perspectives available in the region's media. In addition to reporting on world events, Alhurra provides context and analysis to give viewers a broader understanding of U.S. foreign policy impacting the region.

Major Programs:

- **The Talk Is Syrian:** A weekly show that analyzes, through discussion and visual elements, the developments, human crises, and overall political situation in Syria.
- **The Decision Capital:** A weekly debate program that explores American foreign policy with insiders who shape and influence the policies.
- **Word of Truth:** A weekly show hosted by writer and activist Joumana Haddad, allows voices that have been suppressed in the Middle East to be heard on controversial topics such as violations of human rights and personal freedom in the MENA region. The show provides a platform for moderate intellectuals whose ideas are often banned or marginalized in Arab countries.
- **Alhurra Investigates:** A weekly no-holds barred show that highlights and encapsulates the best of original, Alhurra investigative reports produced by Alhurra's new investigative news unit.
- **Sam and Ammar:** A weekly show in which two intellectuals share their unfiltered and cutting edge views of current affairs and spotlight Washington's political and economic decisions that impact the MENA region.
- **Debatable:** A weekly show in which the renowned thinker Ibrahim Essa promotes critical thinking while analyzing radical Islamic ideas and raises questions on how these ideas are dictating lives and limiting essential freedom.
- **Gulf Talk:** A weekly talk show that examines the most important political, social, and educational issues facing the Gulf. The program tackles controversial topics and goes beyond the headlines to discuss the impact that different issues have on the Gulf region.
- **Inside Washington:** A weekly American current affairs program that addresses political and social issues by interviewing U.S. politicians, intellectuals, and policy makers.
- **Al Youm ("Today"):** A daily two-hour morning program

that provides viewers a window to the world through its coverage of the latest news from the Middle East, the United States and the world; as well as topics such as health, entertainment news, sports, technology, social, and cultural issues. Al Youm presents straightforward news in a relaxed, engaging environment. The program also includes interviews with everyone from politicians to athletes; leaders in business and the arts.

- **Alhurra Now:** Newscasts throughout the morning that provide accurate, objective and comprehensive reports from the Middle East, the United States, and around the world.
- **Alhurra Today:** Extensive newscasts during the day, providing the latest news from the Middle East, the United States, and around the world.
- **Alhurra Tonight:** An in-depth look at the main stories of the day with expert commentary and analysis.
- **From the Capital:** An hour-long newscast hosted weekdays from studios outside of Washington, D.C. The newscast focuses on the latest news about and from the United States and the impact it has on the MENA region.
- **North Africa News:** A daily hour-long newscast that focuses on the news from North Africa region, as well as updates from major stories around the world.

Alhurra-Iraq

Alhurra-Iraq is a 24/7 Arabic-language television network that has a weekly reach of more than 37 percent of the Iraqi adult population (15+). Alhurra-Iraq's mission is to provide objective and accurate news to the people of Iraq about the region, the United States, and the world. Alhurra-Iraq supports democratic values by expanding the spectrum of ideas, opinions, and perspectives available in the region's media.

Alhurra-Iraq hosts a number of pan-Arab newscasts and informational shows, as well as newscasts and programs that concentrate on issues important to Iraqi viewers. Broadcasting via satellite as well as via terrestrial transmitters to five Iraqi cities, the Service offers a mix of current affairs and political news programs, while giving the United States a voice amid the anti-U.S. rhetoric found on other Iraqi channels.

Major Programs:

- **Iraq Today:** Three daily newscasts on the events happening in Iraq.
- **From Erbil:** A weekly program that reports from the streets of Kurdistan and focuses on the plurality of Iraq, discussing topics that are important to all Iraqis. It sheds light on issues that affect people living in the province, such as human rights and minorities rights, violence against women, unemployment and problems in the agriculture and tourism sectors.
- **Sports Studio:** A weekly round-up of the latest sporting news from Iraq.
- **Special Interview:** A one-on-one interview with Iraqi officials and politicians.

MBN Digital (Language: Arabic)

Origin: 2012

FY 2019 Service Actual Spending: \$6.921 million

FY 2019 Service + Program Delivery: \$6.921 million

Delivery Method:

Websites, Social Media, App

Alhurra.com and RadioSawa.com

Alhurra.com and RadioSawa.com are all-news websites that deliver original reporting in the arenas of politics, culture, health, business and entertainment. These sites offer the latest news, views and in-depth features. In addition, Alhurra.com provides its visitors with the ability to tune into Alhurra and Alhurra-Iraq through live streaming, while RadioSawa.com allows listeners to hear their favorite Sawa streams for Iraq and the Levant. In 2017, Alhurra.com launched an op-ed section on the website, "From A Different Angle," which includes commentary by some of the most noted and outspoken authors in the region. This op-ed section also features journalists, intellectuals and human rights advocates from across the Middle East and the United States. Both Alhurra.com and RadioSawa.com have corresponding social media accounts on Twitter, Facebook and Instagram.

Major Programs:

- **Raise Your Voice:** A multimedia initiative through radio and digital media to provide a platform for citizens in the Levant region and Iraq to engage on topics that counter extremist ideologies. The Raise Your Voice digital platforms include a website (Irfaasawtak.com), Twitter, Facebook and Instagram accounts.
- **Maghreb Voices:** An online platform with a website and corresponding social media properties dedicated to providing social, political, and cultural content to the people of the Maghreb region in North Africa. Maghreb Voices targets nearly 100 million people in the region, focusing on issues such as countering ISIS, anti-corruption, human trafficking and slavery initiatives, and the promotion of gender, minority, and migrant rights. The website also covers the news of the Maghreb community in the United States, Netherlands, France, and Spain. Maghreb Voices facilitates a 24/7 dynamic conversation that enables all platform users to share their ideas, issues and concerns openly and freely on topics related to their past, present and future.
- **El Saha:** A digital initiative providing Egyptian audiences with an innovative online platform where users can express their ideas, thoughts, and aspirations freely without any censorship or government interference. Launched in 2018, El Saha (and its corresponding Facebook page) fosters dialogue among users, encouraging them to share their opinions freely. The site also features inspiring stories from Egyptian daily life that reflect the fostering of civil liberties and women's rights, and the corresponding rejection of extremist ideology. The digital platform has been recognized by several award competitions.

MBN Radio Sawa (Language: Arabic)

Origin: 2002

FY 2019 Service Actual Spending: \$6.363 million

FY 2019 Service + Program Delivery: \$13.632 million

Sawa Levant Radio/Audio Original Programming: 111 hours/week

Sawa Iraq Radio/Audio Original Programming: 135 hours/week

Radio/Audio Total Broadcast: 336 hours/week

Delivery Method:

Radio/Audio: Medium Wave, USAGM-Owned FM, Streaming Website, Social Media, App

Sawa Levant

In 2019, MBN relaunched its Levant stream focusing on the Eastern Mediterranean, including Syria, Jordan, Lebanon, the Palestinian Territories and the Arabic-speaking population of Israel. Sawa-Levant radio is a 24/7 broadcast stream that targets the Levant region of the Middle East. Sawa-Levant has extensive newscasts targeting their region, as well as a mix of Western and Arabic music.

Major Levant-Specific Programs:

- **Jawlat Assabah:** A three-hour morning program on Sawa Levant.
- **Sawa Alhawa:** A daily call-in show on Sawa Levant.
- **Boukra Afda:** A daily youth-oriented program on Sawa Levant.
- **Sawa Alleyla:** A daily long-form program that interviews newsmakers and wraps up the news of the day on Sawa Levant.

Sawa Iraq

Sawa-Iraq radio is a 24/7 broadcast stream which targets Iraq. Sawa-Iraq's extensive newscasts provide local, national and international news and information as well as a mix of Western and Iraqi music to an Iraqi audience. Sawa-Iraq has a weekly reach of more than 27 percent of all Iraqi adults (15+).

Major Iraq-Specific Programs:

- **Morning Papers:** A daily three-hour live morning program that focuses on stories about the arts, music, entertainment, lifestyle issues, sports and more.
- **Shino Raayak:** A daily two-hour live afternoon program that asks people their opinions on political, security and social issues facing Iraq. The program features a daily guest as well as listener calls.
- **Al Iraq Al Leyla:** A daily three-hour program featuring long-form conversations and interviews with newsmakers, politicians, artists, musicians, civic leaders and regular citizens. The program also gives ample time for presentation of stories and conversations with listeners who call in to the program.

